



## *In This Issue*

HERBERT WALKER  
F. J. WAYMIRE  
ANDERS HEDBERG

*10 cents per copy*

THE WAY  
TO ECONOMIC  
BETTERMENT

## *The Next Step---50,000 Subscribers!*

TO START the BRIDGE we needed 10,000 initial subscribers. You made it! Thanks! Since then additional subscriptions have come in to a total of 16,722. Thanks! There are 1,100,000 credit union members, increasing over 7,000 a week. The NATION'S BUSINESS, magazine of the Chamber of Commerce of the United States, has 275,000 subscribers! *Why can't we do as well?* To get substantial advertising, we must have 50,000! To make the BRIDGE the permanent financial guarantor of the credit union movement---all we need is 100,000. So far you have stood by wonderfully and we have tried to give you a magazine worthy of the credit union movement. By Labor Day---we must be out of the red for good. That is the next step---33,278 more subscribers by Labor Day! Is that much of a chore? There are 5,000 credit unions in the United States. Divide 33,278 by 5,000 and you will note that if each and every credit union in the United States gives us seven more subscriptions by Labor Day we will have the BRIDGE permanently on its feet and on its way to become the financial guarantor of the whole credit union movement. If you like the BRIDGE---this is your call to arms---celebrate the Fourth by making war for the BRIDGE!

Let's all together make it 50,000 by Labor Day!

*Ray H. Berglund*

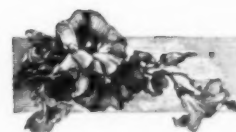
*The*

# BRIDGE

JUNE ~ 1936

# The BRIDGE

The BRIDGE is the way to economic betterment, a magazine devoted to improving the lot of the average of us who work for a living.



ROY F. BERGENGREN, Editor  
JANET BUBIER, BRIDGE Tender

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JUNE, 1936

NO. 4

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AND MORE SHORT ARTICLES AND INTERESTING PICTURES THAN EVER!

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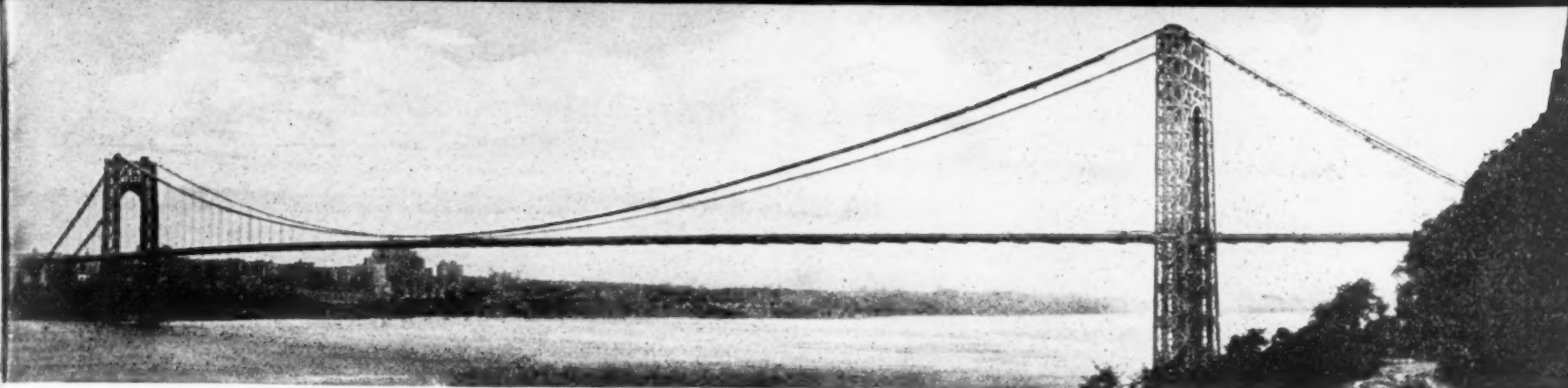
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*The Next Step*

## 50,000 Subscriptions by Labor Day



*The New, the Bigger, the Better Bridge*

## In This Issue

Answering the Question contained on page 24:  
We pledge allegiance to the Flag of the United States

And to the Republic for which it stands.  
One Nation, indivisible

With liberty and justice for all!

That is the pledge of Flag Day which happened a few days ago and to which celebration we dedicate this issue.

And we are proud of this issue!

We go abroad for the lead article—to that so famous cooperative movement of Sweden, “WHAT HAVE YOU HEARD OF SWEDEN?” the article asks and the answer is given by an outstanding authority who knows—Anders Hedberg, General Secretary of the Kooperativt Förbundet or central cooperative society of Sweden. This is but the first of three articles which Mr. Hedberg has promised us. And we are proud also to have from him these fine pictures of the Swedish cooperative stores.

Then Herbert Walker of Hartford has given a fine story of the trials and tribulations of his credit union during the flood: “THE RAINS DESCENDED AND THE FLOODS CAME.” What does a credit union do in an industrial plant which is submerged in thirty feet of flood water?

We have from F. J. Waymire some grand pictures of the San Francisco Bridges and a story about them and a two page interior spread in color showing something of the credit union spread in the United States.

The Federal Section is better than ever and Tom Doig answers a lot of new questions. Again, the 20th Century-Fox came to our rescue and made our movie page most attractive with news and splendid pictures.

And the front cover is none other than the young and very lovely Fox star, June Lang, posing specially for us for Flag Day with the famous movie dog—Lightning. Thanks to everyone who contributed to make this issue so fine!

## And Next Month?

Well—well and a coupla of well-wells; next month a story about the Gloucester fishermen and the salt sea breezes blowing through every line of it, a swell story for vacation days—and SOME FINE PICTURES OF UTAH with a story of what the boys are doing to make credit unions flower in that most interesting State.

In July—some more about savings banks life insurance and the second story of the Swedish stores if it comes in on time.

And lots and lots of short articles, stories, etc., etc., ad lib!

And the best part of the whole business is that the folks seem to like it; hundreds of good letters keep rolling in.

All Aboard for 50,000!!!!

## Oh Say! Can You See?

A FLAG is a symbol. Pent up within each and everyone of us are certain fundamental emotions in more or less degree and in great variety. The one great emotion is love and the one common emotion is love of country. The flag symbolizes that emotion.

We fly it often—we thrill to it, whether it be passing in a parade or flying from the mast head of some dingy tramp steamer just come to anchor in a foreign port. We fight for it. How often do we think of the real significance of our relationship to it?

When did you last sit in conference with yourself and discuss: “Just what sort of a citizen am I?”

Isn't it a fact that June 14—Flag Day—might be a splendid day on which to think these matters over? The suggestion is too late for this year, but another year we might give up a part of Flag Day to a review of one's relationships to his country.

Let's think about it a minute together. Start with the early explorers—Columbus, for example. They were not rut-thinkers; they had the progressive outlook; they had courage and they took long chances, and they discovered America. Then consider the early settlers—the band of Pilgrims who came to a bleak New England coast on the edge of winter, faced with all of the dangers of a hostile reception from the Indians, the soil frozen, the bleak storms tearing down on them. Would the citizen of today who wants this country to stop going forward—who would tolerate high rate money lending, who contribute to economic processes which are out moded and make only for general unhappiness—would he have had the fortitude to take the chances the Pilgrims took?

Then there was Washington, the revolutionist—radical of radicals. He risked his neck; he risked the largest fortune in the colonies. He gave up every luxury of his day to spend the long winter of suffering with his ragged, starving troops at Valley Forge. He fought against overwhelming odds with a great majority of his fellow citizens either indifferent or against him. With a tiny minority of patriots he created this great land for you and for me. Where would the high rate money lenders and their ilk have been when Washington was fighting for our freedom? Where were the stand-patters of the day? They were crowding the ships of General Howe to enter voluntary exile in Canada, rather than be found associating with the radical Washington. Most of the folks who now shout “communist” at everyone who is trying to create a better economic order—would have, from the very nature of their thinking, been aligned against Washington.

And then came the war between the States—with great men—Lincoln for example (who said that “wealth is simply a superfluity of the things which no one really wants”), and Lee (who gave up many opportunities to make money after the war because he chose to use his remaining years teaching the young men of the south how to walk in paths of peace). What would Lincoln have thought of high rate money lending? Where would Lee have stood in the matter of eliminating the evils of interest overcharges?

No—the patriot—the man who truly loves his flag—has his eyes resolutely towards the dawn. *He wants his country to be a better country.* He knows that we have not yet realized in America our original objective—a *true equality of opportunity.* We in credit unions, for example, probably would compose the strongest group in the United States opposed to communism if there was ever a real danger of communism in this country. Why? Simply because, as the most elementary economist knows, communism stands for common ownership of property to which theory we are diametrically opposed. *All we are trying to do is to get some property for our members to own by stopping the wastes which now take our earnings without equivalent return in goods.*

Our great progress within ultra conservative industries is due to a realization on the part of industrialists that *we are increasing average purchasing power which makes for prosperity;* that we are teaching our members that there is nothing basically wrong about money so long as money becomes the servant of man and ceases to be his master.

*But it is not patriotic to stand still.* Next year's automobile will be a better automobile; our economic life should improve in similar fashion. It is not patriotic to give to the money changer the pay check so badly needed that the kids may have shoes and that there may be a decent Sunday dinner.

There is a glory in the flag which is our inspiration to join the patriots who have ever been courageously serving America.

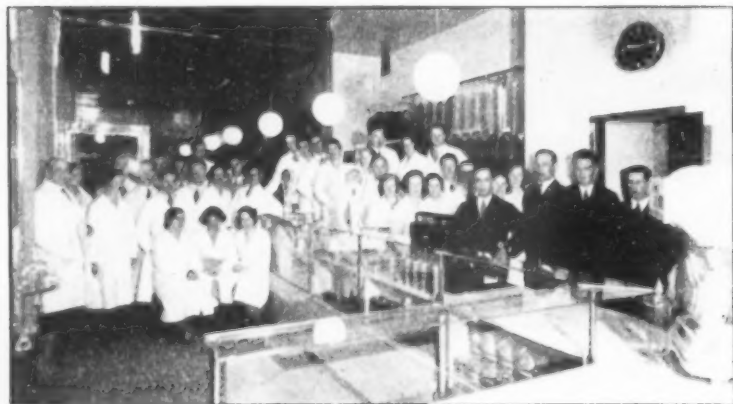




● Central premises of the cooperative local society of Stockholm



● Cooperative local society in the country



● The staff of a Society discussing sale problems



● Military Band at an open air entertainment

## What Have You Heard About SWEDEN?

by ANDERS HEDBERG

There is much current interest in America in Sweden. We hope shortly to review in the BRIDGE the very popular book by Marquis Childs, "Sweden—the Middle Way" and to have in subsequent issues of the BRIDGE additional articles by Anders Hedberg who is General Secretary of the Kooperativa Förbundet or central cooperative society of Sweden. I well remember delightful hours with Mr. Hedberg at Stockholm and at various other places in Sweden where, a few years ago, I was introduced to this finest manifestation of the cooperative movement. The wise man learns from the experience of others who have had a greater experience than he has enjoyed. The northern countries—Sweden, Norway, Denmark and Holland have been out of the path of the contending national units of Europe which are forever making war. The energies of these northern countries have not been drained by the requirements of war; their substance has not been wasted on wars. There has been long peace between these countries and their neighbors with a condition very analogous to that which has so long existed between the United States and Canada. Therefore, they have had the time and the intelligence available for sane, conservative, rational cooperative effort which has resulted in the splendid cooperative movement which dominates the economic life of these countries. We are, therefore, very pleased to have this contribution from Mr. Hedberg and the pictures of cooperative endeavor in Sweden. This is the beginning of a series of articles which we feel sure will be of great interest and value to BRIDGE readers.—EDITOR'S NOTE.



SWEDEN is a country in Northern Europe of about the same size as the American States of California and Maryland with a population of 6 millions. The average standard of living in Sweden is one of the highest in Europe owing to the fact that Sweden has a highly developed industrial and agricultural production. The iron ore and the pine forests deliver the raw material to the main Swedish export articles.

The cooperative movement is in Sweden highly developed and very progressive. About 500,000 families, i.e., one-third of the total population are members of the consumers' cooperative societies, which possess over 4,000 grocery shops spread all over the country, in the cities, in the villages, and out in the farming and forest districts.

These thousands of cooperative shops and hundreds of thousands of cooperative members are grouped in a number of local societies, independent not only from one another but also from everybody else, especially from any kind of support or supervi-



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sion by private banks. The necessity of financial independence has also been strongly felt by the leaders and the members of the movement and is undoubtedly one of the explanations of the rapid development. The Swedish cooperative movement is organized on the general cooperative principles, i.e., absolute democracy, limited interest on share capital, dividend on purchases.

What kind of prices should the cooperative society charge to members and the general public? Should it charge the "ordinary" prices of the community where it works, show a large profit and, consequently, be able to give its members a big dividend on purchases? Or should it possibly charge prices so low that practically no profit at all can be shown? Sweden has in this respect, as in so many others, taken "the middle way." The general rule has been for the cooperative societies not passively to conform to the often existing price agreements between private traders, but to break these agreements by selling the goods at cheaper prices. On the other hand the prices in the cooperative stores are fixed on such a level that members generally can receive an average annual dividend on their purchases of 3% plus the dividend of 5% on their share capital. The remaining profit in the cooperative societies is put to the reserve funds, which continually accumulate and now form a back bone, giving strength and independence to the whole movement.

A small society in a remote village with only one shop is governed in a very simple way by a general meeting of members, electing a committee of five, this committee in their turn appointing the responsible manager. The generally accepted rule is that there should be only one society in each locality, and a "locality" in this connection is taken to mean even the whole of the larger towns and cities. So, e.g., there is only one society in the Swedish capital Stockholm, this capital having 375 shops in the different parts of the city. The government of such a society with 78,000 members can naturally not be organized so simply as indicated above as regards the small societies. The Swedish method for adopting the democratic principles to larger societies is that the membership is divided in several districts, meeting annually and electing one or two representatives to the central Supervisory Council. The most important task of this council is to appoint and supervise the Board of Managers, consisting at present of four, all of whom have cooperative trading as their profession. They are not platform heroes but efficient business people, devoted to their job in the interest of the community.

Such a very small Committee of Management is in most cases the leading force in developing the cooperative movement in their area. This does, however, not mean that ordinary members are passive. First of all we have the already mentioned Supervisory Council, but besides that there are in the different societies for each district and each shop special local Members' Committees who have regular meetings, supervise the activity of the staff, make propaganda and report to the headquarters of the society.

The mechanism of democratic representation is therefore well built out in the local societies. We have, however, not dealt with the question, in how far there is life and blood in these representative organs. We shall return to that question in another article, describing the educational activities, and in a third article we shall talk about the wholesale activities of the national central organization, the Swedish cooperative wholesale society.



● A bit of Stockholm



● The Swedish Crown Prince visiting a cooperative shop



● Testing the Society's coffee



● A typical cooperative grocery shop

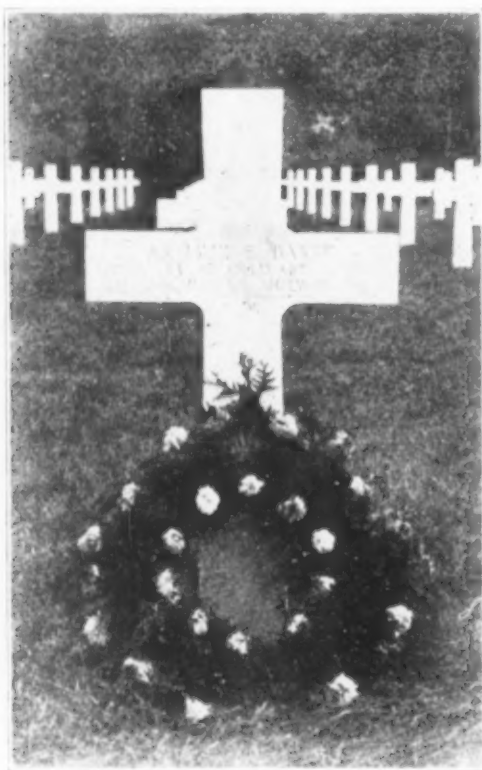


● Cooperative shop for men's outfitting

June, 1936

# THE BATTLE OF THE MARNE AND THE AISNE MARNE CEMETERY

by ROY F. BERGENGREN

*Our Destination*

A few years ago while in Paris I made a trip to the Aisne Marne Cemetery, one of the most beautiful of the American cemeteries of which there are several in France, in which sleep the American boys who went to France to make the world safe for democracy and who paid the price of their part of the bargain, leaving it to you and to me to keep faith with them and to complete their work.

I had a commission from an American mother whose only boy never returned from the World War. He sleeps there and she had never seen his grave. I had promised to find the small, rectangular plot where his body rests and to place there for her a few flowers, as a symbol of her memory of him.

I wrote a bit of a story about the trip after it was over and I reproduce it here.

This account is dated Thursday, July 5, 1928. It reads: Today, right after breakfast, we're going to war. Rather, we're going to try to satisfy ourselves that there was a war by finding a few of the battlefields. I say that advisedly for it must be the impression of one coming to France, expecting to find everywhere a war torn and devastated country, that nature abhors devastation just as she is alleged to abhor a vacuum.

This was the first and almost the last time we went anywhere on a sightseeing bus. We found that we could get to the Aisne Marne Cemetery more readily that way than any other and that, in the process, we could see something of the scene of the first battle of the Marne, Belleau Wood and Chateau Thierry under the guidance of a former soldier in the English army who, as it turned out, not only knew what he was talking about but how to talk about it.

The bus left fairly early and we had some difficulty getting just the flowers

we wanted to take along, as our errands included visiting one particular grave and taking some pictures of it. Finally I located a sidewalk stand, which was about to be opened up with apparently a fresh supply of all sorts of flowers, particularly some long stemmed red roses which Mother thought would do excellently for our purpose. Then we climbed aboard.

I would advise anyone taking the trip we took today to read up on the Battle of the Marne, and the trip, from the viewpoint of understanding the battle, is practically valueless without a guide. Man and nature have conspired quite happily to destroy the original battle scenery. The unremitting toil of French farmers—men and women—has pretty much restored this part of France. There is much evidence of the war if one would seek but a bit below the surface. I recall one long, beautiful road with very small trees in even rows on each side and near each little tree is the stump of a large tree. Before the war this road was lined with great trees which had been growing for generations to shade this particular highway and to add to its beauty.

The bus took us out over the Rue Lafayette which, according to the lecturer, is the longest road in Europe, stretching across France and Germany to Warsaw in Poland. The first point of interest was the Village of Clay where General Joffre had his headquarters during the first battle of the Marne. The building is a lovely French Villa, set well back from the road in a bit of a garden. One could about as much associate the place with a battle as he could associate Niagara Falls, with the desert of Sahara. It was the forenoon of a sparkling July day and in the little village the folks were coming and going just as they did before the terrible days of August, 1914, and the awful years thereafter. Right outside the village limits, the golden fields invited lazy folks like me to desert the bus and find rest and peace there, where rest seemed so easy an attainment and peace so alluring.

Then we brought up at the statue of Gallieni which, somehow or other, seems all out of keeping with the surroundings. What is this old soldier—his eyes visored by his hand, as he looks anxiously across the wheat fields,—doing out here? There is lots of wheat to be garnered in and he will be more welcome if he comes with a sickle!

But he stands there and it seemed to me that he bids the stranger wait and look upon the golden, sunny fields, to think of them as torn and ravaged and reddened by the blood of Frenchmen, for this is the ancient battle ground and here men have fought and died and here there raged one of the great decisive battles of the

world, a battle on which hinged, probably, my happiness and security quite as much as the whole future of France and England and Belgium.

This is not a description of a battle; there be folks whose job it is to describe battles technically, and this one has been dissected and argued in every military office the world over and it will be discussed so long as man reads history and ponders over this and that which changed the history of the world. Our guide's point of view is that the Battle was one of strategy and that the French had all the best of it at all stages; that they retreated in such fashion as to bend the German line into a semi-circle, with the furthest point of the arc nearest Paris, and then attacked on the flanks.

Gallieni's command included the twenty thousand men left in Paris as a guard—the last stand against the Germans in the city should they win the battle and finally attack Paris. He conceived the notion of bringing his twenty thousand up to the left flank by night by taxi, and all of the taxis in Paris were commandeered. They came down the Rue Lafayette in interminable procession all night and, at the point where the statue is now located, they were turned into the left flank against Von Kluck. He appreciated that large numbers of men were opposing him, far in excess of his preliminary estimates. He did not know that Paris had been stripped of its guard to make this possible, or how these men got up into action.

His offense broke and the German line was pierced at that point, causing the general retreat that decided the first battle of the Marne.

Our guide is also responsible for the information that Von Moltke thereupon told the Kaiser that the war was over and that he was eliminated from any further participation in it for his audacity.

Any way it may be figured, the first Battle of the Marne won the war—or rather it prevented Germany from winning the war. Anyone who goes to Paris should journey out on the Rue Lafayette at least to the point where Gallieni stands—looking at the battle front where his twenty thousand had gone in to throw into the scales the exact balance needed to save France? Oh yes—and England? Oh yes—and America?

It is very, very hard to tell what would have happened had Germany won the first Battle of the Marne.

On one thing we may all agree—it was well indeed for all we hold dear in this world that the issue was determined the other way.

And I advise, too, that you visit the Military Museum at Des Invalides (it is right handy to Napoleon's tomb) and take a look at one of the humble taxis that



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came tearing down the Rue Lafayette, loaded with poilus to bring them into Battle that the drive on Paris might be stopped in its tracks.

It is interesting that Foch commanded a division at the first Marne, a fact which I had not previously appreciated. Our guide told us how he reported to Joffre that "my right is hard pressed, my center is giving way, but my position is excellent and I am attacking." The Germans had various plans for the Battle, and according to the Crown Prince (I am quoting our guide) this was to be "a short, gay war." One plan involved keeping a stationary force at Alsace-Lorraine, depending on the French to immediately try to reclaim these lost provinces; to keep the English busy while the bulk of the army outflanked, enveloped and defeated the French.

The war was to be a war of movement, and by the retreat and the subsequent digging in it became a war of position, to be settled in the end by the capacity of one side to wear the other side out.

It was our guide's opinion that America came in at just the right time, in just the right way to put an end to the war at about the earliest possible time it could have been ended.

We drove through Meaux and stopped to see the rather remarkable Cathedral there. At this point the Germans got nearest to Paris about twenty kilos away, and at one time the British held one end of the town and the Germans the other. In the Cathedral is a very beautiful memorial tablet to the British who fell in France.

We have been travelling between fields of wheat and oats and sugar beets, by vineyards and with poppies everywhere.

At Germigny we stopped for lunch. Near this spot, during the first Marne fighting, the British put down a pontoon bridge seventeen times and seventeen times it was shot away and "there was much blood spilled in the Marne that day." It's impossible to think of it as other than a terrible nightmare. Out there, where the fighting was, is a Frenchman, in a blue smock almost lost beneath a big straw hat and looking, from here, for all the world like a toadstool, fishing patiently from a long narrow row boat that is square ended on both ends. He is fishing as all Frenchmen fish—patiently and without apparent expectation of catching anything. I went down to take a picture of the spot where the bridge was shot away and found that I had, in easy range across the river, the town washing pavilion—where the French ladies bring the Monday wash down to a shed by the river. Ten or a dozen of them were there busily engaged, sousing the clothes in the stream and beating them with paddles so vigorously as to attest mightily to the strength of the fabric.

I closed my eyes and tried to blot out the peaceful washer-ladies and in their place to people the banks with fighting men and machine guns and the incessant whirl of battle, but it is so calm, so very contented and peaceful at Germigny that it is against nature to talk there or think of war.

Nearby, across the road from where we lunched, is the Cafe Marine—which probably is a war memorial.

This is the Marne and during the day we crossed it and recrossed it many times, a peaceful bucolic stream wending its eventless way through a charming French countryside. Just as we were finishing our lunch and the guide was telling me the story of the pontoon bridge, along came a typical canal boat, drawn by a couple of mules, to make his story seem the more incredible.

Mother writes of the "women working in the fields who looked as though they had long since finished enough work for one lifetime, still bending over their crops . . . and young mothers with babies in carriages . . . working along with the men . . . and the little children in the villages who seem so glad to wave at us as we pass," and that, "after much driving like that through lovely country and hills, from which you could look afar across the fields . . . we came to Belleau Wood."

The Wood now belongs to the Belleau Woods Association and flies the American flag. By pointing my camera up in the air I got an excellent picture of it. Over this thirteen acres the second division fought, mostly hand to hand fighting, for nineteen days and nights. Here we could get a vague notion of the war. While the only adequate way to get any realization of the destruction caused by the war in this general sector, is by counting the new roofs, yet here at the entry to the Woods is a stark, naked reminder of the war, so startling—so terribly out of harmony with its surroundings—that one is brought up with a sharp turn and made to appreciate what the war did to France.

There is a ruined church here. I got an excellent picture of it, and the sight of it clears one's vision and makes one understand that he is travelling over ground where there has been very bitter fighting. The second, the third and the twenty-sixth division know all about Belleau Wood.

Over this part of France nature has drawn—quite mercifully—a beautiful curtain, and the scars, the physical scars, are pretty much gone. Man has helped,

as the new red roofs testify so eloquently, but in Belleau Wood there are excavations which were trenches and machine gun nests, and artillery placements with some artillery still in position, and the woods are wilder and battle scarred. It is not so difficult to understand the bitter fight which went on here while Germans fought to prevent the dreaded Yankee from beginning his participation in the war with victory, and Yank fought as he has always fought—to make his objectives and get the war successfully over with.

We found a machine gun, all rusty and looking peculiarly innocuous where it had been left, and the guide tried his best to thrill us with a shell which he maintained might be in fact alive and destroy us all.

We saw where men had dug in; where men fought hand to hand and with fists and claw when guns were no longer useful. We saw the memorial—the temporary and inadequate memorial—to the fifty men who disappeared in the wood in the nineteen days' fighting and whose bodies were never recovered. For them, the Wood is itself a cemetery.

Here American soldiers literally pried Germans out of machine gun nests and were baptised in fighting in one of the toughest engagements of the war.

Then we went on to the Aisne-Marne Cemetery and the children put roses on the grave we had sort of adopted as our own, that we might serve as proper proxy for the Mother home in Beverly.

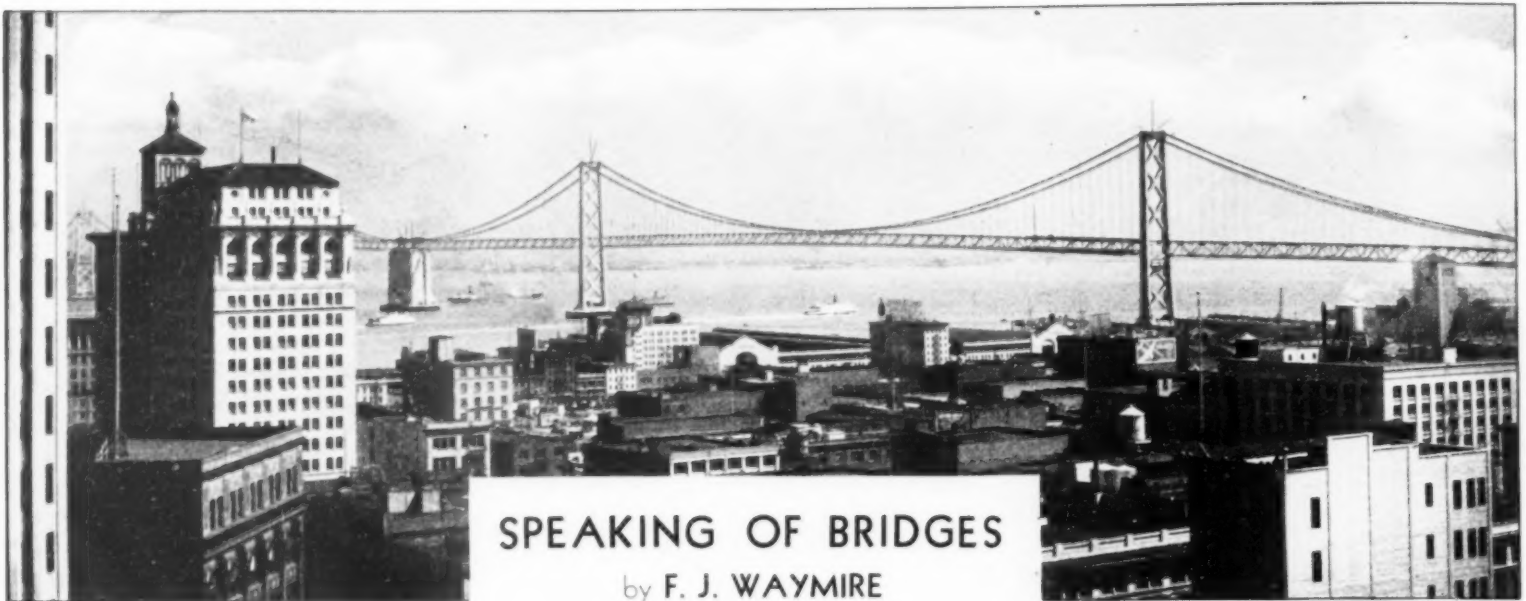
The superintendent in charge of the cemetery was just the right man to be contact officer between the folks who come there hunting for those whom they have loved and lost and would find again. Folks at home may find great, if solemn, joy in the way the American cemeteries in France are arranged and cared for. Had I a son who had died in France, it is here I would prefer that he lie. This cemetery is delightfully located. At the rear of it is a slight elevation and there the beautiful permanent memorial is to be built. Each grave is marked by a marble cross and the grass is very green with flowers round about and it is the right spot for the end of the long day.

(Continued on page 25, column 1)



Entrance to the Aisne-Marne Cemetery





## SPEAKING OF BRIDGES

by F. J. WAYMIRE

HERE on the shores of San Francisco Bay, where our Credit Union has its headquarters, we are having the opportunity of witnessing the construction of the World's two largest bridges.

The above photograph taken from our Credit Union office window in the Standard Oil Building in San Francisco shows the \$78,000,000 San Francisco-Oakland Bridge, now 85% complete. This, the World's largest bridge, will be opened for traffic early in November of this year. It is over eight miles long and will serve as the main artery connecting San Francisco and Oakland, the two largest cities of Northern California:

The west bay section of the Bay Bridge, connecting San Francisco with Yerba Buena Island, has two main suspension spans 2,310 feet each. East of the island, leading to the Oakland shore, is the World's largest cantilever span with a clear opening of 1,400 feet, followed by a succession of shorter spans.

In replacing the now obsolete ferry boats, it is expected that the San Francisco-Oakland Bridge will have an annual

traffic of about 8,000,000 vehicles and 50,000,000 passengers. It goes without saying that many of the passengers will be Credit Union members.

While the Golden Gate Bridge, which is located on the other side of the Standard Oil Building, is not the largest bridge in the World, it has the distinction of having the World's longest bridge span. New Yorkers who are familiar with the great size of the George Washington Bridge can visualize the magnitude of the Golden Gate span when they compare the latter's length, 4,200 feet, with the 3,500 foot span across the Hudson River.

On either side of the mile-wide Golden Gate are located the World's two tallest bridge towers, each tower rising 746 feet above the water—as high as a 65 story building.

The Golden Gate Bridge, which will be opened for traffic next March, has two cables each 36½ inches in diameter and containing 40,000 miles of wire—enough cable wire in the structure to encircle the earth 3½ times.

This new \$35,000,000.00 structure will connect San Francisco with Marin County

● *San Francisco - Oakland Bridge—From the Standard Oil Building one sees the western portion of the bridge suspended between Rincon Hill and Yerba Buena Island. Ferries and ocean liners are dwarfed by the huge spans which are joined together in mid-bay by a man made island of concrete and steel.*

on the north, thereby serving as the southern gateway to the famous Redwood Empire.

To celebrate the completion of these gigantic structures, San Francisco will hold a World's Fair in 1939. The Fair site, now being prepared by dredgers, adjoins Yerba Buena Island, and will be made accessible to the motoring public by the San Francisco-Oakland Bridge. While all readers of "THE BRIDGE" are invited to see San Francisco's great Fair in 1939, we hope that many Credit Union members from all parts of the United States will make it a point to cross our bridges long before 1939.

● *Golden Gate Bridge—Cables are being spun across the mile-wide Golden Gate. Each tower is as high as a sixty-five story building.*



## INTERNATIONAL NEWS REVIEW

by J. Frank Beaman

The BRIDGE is interested in what is going on abroad for the simple reason that what is going on in other parts of the world has, as Mr. Beaman points out in this interesting article, its inevitable reactions in the United States.

While the platforms of both political parties will be written on the supposition that the United States can live apart from the rest of the world in splendid isolation—we all know that that isn't so. It behooves us, therefore, to know what is going on abroad. We offer these serious articles because we hope that BRIDGE readers will take them seriously—will read and reflect and understand something of our place in a much disturbed and rapidly changing world.

—EDITOR'S NOTE.

**H**ARRAR, Addis Ababa, Selassie, these and other names and places which made news a few brief weeks ago, passed from the headlines during May, only to be replaced by Otto, Schuschnigg, Blum in a swift changing of world scenes.

For instance, a month ago on May 3, French voters went to the polls and cast their ballots in another of the nation's many parliamentary elections. And the way the French voted may in the end affect the lives, the jobs, the pocketbooks of people from Cedar Rapids to Buenos Aires to Amsterdam and Hong Kong.

Only the French voted but the issue of whether the nation shall devalue its currency, end its long run of deflation, and just how, is world wide.

As a result of that election the Leftist party, made up of the Socialists, Communists and other left wingers of the country, were given a majority in parliament. Leon Blum, the Socialist leader, was given the power to change the order of things in the Republic.

The new order in France will take office in June but before that many things were becoming obvious to observers. Paniced by predictions of conservatives as to just what catastrophies would follow this political change Frenchmen were moving their money to other countries and strikes were becoming the order of the day.

Workers who have suffered for six long years of the depression as the Government's economic policy has permitted living costs to rise and employment to decrease, suddenly revolted against those who would end the long deflation.

And the strikes, because they force the economic level lower and lower, were simply hastening the time when Leon Blum must devalue the franc.

Similarly the fear-stricken capitalists and little shop-keepers by trying to protect their gold were forcing the hand of the new Government. Gold was leaving the nation by boat, plane and train.

In the four weeks ending May 29, France lost a total of \$169,000,000 in gold from the Bank of France to the United States. It is gold sent here for safekeeping. How much more was taken out by hoarders within the country is not yet known. But the net result is that there is now less of the yellow metal in the bank than at any time since 1928 when France prematurely devalued its currency.

So observers see only a matter of a few

weeks, or possibly less, until Blum and his cabinet will be forced to put up an embargo against gold going out and then follow with devaluation.

The question the world is waiting to have answered is just how will this devaluation be accomplished. If it is nominal and quick the chances are the upsetting effect will not be serious in other world capitals. Some capital will return to Paris, possibly weakening markets in New York and elsewhere temporarily and then there can be a settling down to more normal relationships among nations.

A reasonable devaluation would cause the few remaining nations still on a gold standard basis to follow the lead of France and thus the way would be paved for an eventual stabilization of currencies everywhere. This putting of monies back into some normal relationship, one with the other, probably would have a stimulating effect on world trade and prosperity.

But a devaluation that was too great would be devastating. It probably would touch off a world currency war, the full effect of which few can contemplate. It does not now seem likely, but if France should decide that it was going to make up for lost time when other powers have sapped its trade, and lower the value of its money to a point where it would seek to recapture world trade, then in defense other countries would have to do likewise.

Such a procedure contributed largely to the depression. A vicious cycle is set up which might end in world bankruptcy, in the crushing of nations and peoples.

At the same time that these possibilities were slowly unfolding on the economic front, the Italian-Ethiopian war was reaching its climax.

The Italian army marched into Addis Ababa early in May. The capital of the Lion of Judah was in flames. Natives were running berserk in the streets. And Haile Selassie had fled the country.

Quickly the Italians declared that Ethiopia was Italian, set up General Badoglio as viceroy of Africa, decreed the Italian King an Emperor and announced that this was the end of Colonial ambitions.

But a chain of events once set into motion can not be halted by a wave of the hand or an official decree.

And so throughout the month the word "sanctions" plagued the major powers. Although sanctions were decreed against Italy to embarrass and possibly curtail the Ethiopian campaign, they failed, and ironically with the war at an end they continued a potentiality against peace.

The failure of sanctions as a weapon of the League of Nations against belligerents was openly admitted.

And that is tantamount to failure of the league itself because there is little else for it to use in an emergency.

At the same time a minor crisis developed in the league itself, which possibly may be the forerunner to the final break-up of that ambitious peace-preserving theory.

When the league refused to recognize that there had been a victory in Ethiopia

and decided to seat delegates from the conquered nation, the Italians were ordered by Mussolini to withdraw from the council table. Later Il Duce brought his delegates home from Geneva.

But Mussolini did not hesitate to show his hand in another direction. He moved swiftly to block Chancellor Hitler's efforts to turn Austria into the Nazi camp.

In a quick coup inspired by fascist leaders Kurt Schuschnigg set himself up as dictator of Austria and immediately ordered the disbandment of Nazi legions. There were rumors of Civil War in Austria, but it has not developed.

However, strings were quietly being pulled in Rome and Vienna which may eventually pull Crown Prince Otto of Austria to the throne. In some places this was considered the plan of Mussolini to solidify the Austrian nation, a move which would provide Il Duce with a buffer against Hitler and his long campaign to annex his native land to the Germany he rules.

Here is a chess game between two major powers. But it is a chess game on a keg of dynamite and just how soon one of the players may carelessly drop a match, has other nations watching nervously.

However, outstanding among the apparently constructive developments of relationships among nations was a pact signed in Washington between China and the United States. It is a pact which provides for friendly monetary relations. Under it China will be facilitated in its managed currency problems. The United States will exchange some of China's large supply of silver for the large stocks of gold held here.

Thus this country will be able to put back into world trade channels some of the excess holdings of gold and at the same time will be approaching the goal of the Silver Purchase Act which requires the treasury to buy silver in world markets until the ratio of the white metal is three to one with gold on hand.

But more important than fulfillment of the silver purchase program, which simply exchanges gold for silver, is the possibility that Secretary Morgenthau is quietly developing a dollar bloc of nations to be able to fight together in any international currency situation. He now has agreements with Mexico, Canada and finally China and is understood to be planning negotiations in South America.

If the program is pursued to its natural conclusion there will be put together on this continent a monetary group which in the future will be absolutely independent of repercussions in Europe or will be powerful enough to make itself heard in world economic councils.

The main point is that a safeguard would be thrown up against another depression. With the countries on this continent having their currencies tied to the dollar, there would be a natural trading alliance for goods in a quantity that would provide practically normal markets at any and all times.

This is a possibility about which Mr. Morgenthau says little, that has more potentiality for lasting good of all citizens than most anything else in the international scene.



June, 1936

# A PICNIC Ushers in the Summer

Credit union tellers are the grandest guys in the world, and, if they only knew what fun they get out of each other, they would get together much more often in chapter meetings and in the summer on picnics. We were mighty glad therefore, to get for this early summer number this story about the picnic held in April by officers of the Missouri Pacific Employees Credit Union of St. Louis. I am not sure who wrote the story as it is unsigned—but thanks to whoever did! And we are glad to publish it as a hint to the credit union brethren. The summer is ahead of us! Go thou and do likewise! Incidentally, we are reproducing the very best picture of all in the Kodaker Section. Here's the story.

SATURDAY, April 18, was a pleasant day for officers of the Missouri Pacific Employee's Credit Union, of St. Louis, Mo. The sun was shining, the fish were biting; the pinochle advocates were happily engaged, the horse-shoe flingers were at their best—and Jim, the cook, busily intrigued in preparing the steaks. The occasion was an informal outing . . . a breaking away from daily trials and tribulations. An opportunity to relax and bask in the warm sunlight, a mere jog away from an overflowing



beverage keg. This gay event was planned and presented to the officers of the Missouri Pacific Employee's Credit Union, by E. L. Bloom, energetic secretary-treasurer-director of that organization. The party being held at member J. Christen's club house, East Carondelet, Illinois.

A varied program of amusement and relaxation crowded the afternoon hours, interspersed with volley-ball games and softball battles. Even the fishermen fared well . . . their stories overshadowing their piscatorial ability.

At the close of day, the old wash-tub, used as a dinner gong was sounded, bringing in the partly-famished contingent to an elaborate spread, consisting of every delicacy from soup to pie. It was a swell "feed".

Those attending the outing were: Mr. H. L. Martin, president; F. J. Faller, director; W. A. Pilgrim, vice-president; E. L. Bloom, secretary-treasurer—and host; C. E. Hinzpeter, director; A. T. Yowell, director; T. Campbell, director; C. A. Rosen, legal advisor; R. R. Grauer, director; E. H. Schulte, member of the supervisory committee; D. A. Corbin, J. F. Christen and William Sontag, Jr., members of the credit committee, and J. K. Bright, guest of the organization, representing S. Newman, Thad Erdman and F. R. Moeller, officers who were unable to attend.

## Do You Remember?

Do you remember? It was June—a summer morning and all the world was green and sparkling. Early roses were out, the bush by the back door all bursting with buds as you dragged your reluctant steps out of the yard and down through the green archway of the old elms on your way to school. All nature was calling to you, wheedling you, teasing you—trying by every artifice to get you to play hooky and go fishin'. Remember how you rebelled at the thought that there were still two long weeks ahead, crowded mostly with examinations, before "graduation," and, particularly the disturbing thought that you might not be among the graduates! Remember the school room and Miss Mary, the teacher who represented discipline, the jailer who herded you within the narrow confines of the school room cell and made you be still when you wanted to shout and sing and required you to sit at attention when every muscle called for action, and, left to your own devices, you would have been long since up and away to the old swimming hole! Remember how your seat was by the window, and remember the robins in the trees just outside, and the swell smell of summer flowering all about the school, and the drone of bees, and the call, the eternal, persistent call, which took your eyes from your books and sent your mind a'roving!



And then Miss Mary called your name!

You brought yourself back at the rate of a million miles a second and got reluctantly to your feet. The class had been learning a poem—a poem—of all things a poem when all the world was poetry and calling you in rhymes and rhythms and sweet summer noises—to come and play. You began—in a singsong, monotonous voice and then suddenly something happened; you caught the spirit of the words; you suddenly discovered that they were related to the world that was calling you. There was wonder in your voice, as for the first time the words you were saying were more than words—and you sensed somehow that poetry had life.

What is so rare (you intoned) as a day in June?

(What indeed—as if you didn't know how rare a day in June!)

Then, if ever—come perfect days

(Perfect days—and me cooped up in a school room!)

Then Heaven tries the earth if it be in tune

(Whatever that means—you don't have to tell me about the earth and tunes)

And over it softly—her warm ear lays

(Say—that ain't bad—"over it softly" that's just the way it is)

And whether we look or whether we listen

(Huh! that rubs it in—with me lookin' and listenin' all th' way t'school)

We hear life murmur—and see it glisten

(Oh boy—don't I though!!!)

Every clod feels a stir of might

(They may at that come to think of it—who knows?)

An instinct within it that reaches and towers

And groping blindly above it for light

Climbs to a soul (most to the end of my share of it) in grass and flowers!

And you sat down—somewhat surprised that you had been able to get so far without forgetting, and gave yourself up unreservedly to thoughts of pending vacation, sure that you needn't pay any more attention as you wouldn't be called on again until the whole long poem had been completely recited.



June, 1936

# The Rains Descended and the Floods Came



---But WE CARRIED ON!

by HERBERT WALKER

IN THE more than 300 years of its existence, Hartford has experienced many an eventful occasion, including fire, blizzards, riots, explosions, epidemics and every other form of adversity that can befall any community, but none ever caused so much distress, damage and devastation as did the recent flood when one-fifth of the city was inundated and hundreds and hundreds of our residents were washed out and lost practically everything they had.

Spring freshets are not unusual; we look forward to them with more or less regularity every Spring and when the river rises eighteen, twenty or twenty-two



Looking at the flood from a second story window

feet it does not attract more than passing interest, but this last winter, with its exceptionally heavy fall of snow, plus a combination of sudden thaw and heavy rains, brought the Connecticut river to a flood stage very quickly with every indication that it would exceed past records for high water.

All day Thursday, March 19, 1936, strenuous efforts were made to raise temporary barricades and dykes in anticipation of the higher water to come, which it did with great speed and volume during the night, with the result that many of our inhabitants found themselves marooned in their homes and could only be rescued by boats. Our school houses and similar places were used to shelter and feed them in. The Red Cross, National Guard and similar organizations did a wonderful job at rescue work. The crest of high water was reached on Sunday, the 22nd, at which time the river stood at the unprecedented height of 38½ feet above normal. Our public utilities, such as the electric light company, telephone

company, trolley system, etc., were completely put out of business and close to one thousand members of the National Guard were on duty throughout the stricken area assisting the local police in maintaining order and regulating traffic.

It was into this environment that the members of Colts Employees Federal Credit Union suddenly found themselves, and if ever there is a time when the Credit Union justifies its existence, it is occasions similar to this. The Colt plant, the home of the famous Colt revolver, is located in that part of the city most seriously affected by the flood. It stands on the bank of the river and is protected by a thirty foot dyke which runs in front of the factory and for some distance beyond. This was right in the path of the rising waters with the result that we had some thirty feet or more of water in and around the plant, and the surrounding area, as far as could be seen, was also under water to the same extent. Many of our employees, including members of the Credit Union, lived within this area, and many of them had to be rescued during the night from the first and second stories of their homes. In some cases they saved only what they were wearing at the time. Monday morning, after the waters began to recede, was the first time we were able to go into the plant and to the Credit Union office, located on the second floor, after travelling by boat across one of the public parks, dodging floating debris, to a second story window where we were able to get in and walk around wearing hip boots. Here we found a sorry mess.



The trolley tracks are thirty feet under water

Most of our records had been under water and some were completely destroyed, but we gathered them all together and took them to temporary quarters some distance away from the plant, where, with the aid of capable assistants, all the records were

re-written and accounts posted up to date. Aside from this particular annoyance and extra work, no particular harm was done, and we consider ourselves fortunate that it was no worse. In the meantime, our entire organization was occupying from ten to a dozen temporary locations around the city, and business continued as usual, even though it was under exceptional circumstances.

In spite of all this, our Credit Union carried on. Every request we had for withdrawal of accumulated savings in the share accounts were made on demand—over \$2,000 being paid out in this respect, and a number of loans—57 to be exact—to the amount of over \$3,000 were made to our members. Operating under these circumstances, with our officers, directors and committeemen widely scattered, it is obvious that many rules and regulations had to be suspended for the time being. For instance, it was nearly four weeks before we could get the credit committee together in one place, at which time they approved the action of the treasurer in making all loans to date without their

(Continued on page 22, column 3)

Herbert Walker, for many years of the personnel section of the Colt's Patent Fire Arms Manufacturing Company of Hartford, Connecticut, is a most remarkable fellow. Every credit union member should gather round this story and get acquainted with him. To begin with he is personnel officer of a great industry. Next he is the Connecticut credit union pioneer. For many years, pretty much alone and unaided, he and I battled valiantly for a Connecticut credit union law. As soon as the Federal law was enacted he organized Connecticut Credit Union No. 1 at his plant, and he is not only treasurer of the credit union but he is also president of the Connecticut Credit Union League. He has long been identified with building and loan work, and is one of the outstanding citizens of the great industrial city of Hartford. I asked him to write for us an article about the extraordinary reaction of his credit union to the flood which swept down with unprecedented ferocity on Hartford, inundated the plant of his company beneath over thirty feet of water, put the plant almost out of business, drove the credit union members from their homes and caused a damage to the plant estimated at \$825,000. This plant has 2,097 employees, and President Samuel M. Stone has also been long friendly to the credit union principle.

Thanks Mr. Walker! Thanks to the credit union for this fine demonstration of credit union operation under conditions of extreme difficulty. Who says the credit union can't take it! Incidentally, this great industry is already doing business as usual having made a rapid and heroic recovery from the flood.—EDITOR'S NOTE.

June, 1936

## MOVIES for JUNE by AL LOWE

RECENT and Prospective 20th Century-Fox Releases range all the way from "The Sins of Man" (released May 29) to "Border Patrolman" which makes its bow to the general public the night before the Fourth of July.

"The Night before the Fourth of July"!

What doesn't that suggest to old Al Lowe who has reached the years of semi-discretion and no longer remains up the whole of the "night before" to shoot off all his fire crackers prematurely, and to be sure to be on hand for the "parade of the antiques and horrors" which always took place in my town shortly after dawn on the glorious fourth!

I remember one third of July when I was just a young feller and an aspiring high jumper. I broke my wrist—think of it—the day before the fourth and me with a broken wrist! My father was a physician and so we had it in splints in no time, and on the fourth I found that I could still stay up with the procession even with my arm in a sling. As a matter of fact it added to the zest of the day, first, because I was something of a hero, and second, because it was such fun to burn holes in the sling with my punk!

At my house we had a huge ice chest and my mother, the day before, always made a fresh fruit punch in a great earthen bowl with a huge cake of ice in the middle of it, which was put in the ice chest until noon of the Fourth when it was available for general family consumption. I can still taste it! There never was a drink made before or since—to compare with it!

But that has nothing to do with the movie page and here are the Fox releases in toto. And don't forget that Miss Rochelle Hudson (see May BRIDGE) is Miss Credit Union!

Release  
Date

May 29 "SINS OF MAN"—story of a great spiritual triumph with Jean Hersholt, Don Ameche, former radio star; Allen Jenkins, J. Edward Bromberg and Ann Shoemaker. Directed by Gregory Ratoff and Otto Brower.

June 5 "PRIVATE NUMBER"—with Loretta Young and the popular new romantic leading man, Robert Taylor, in the romance of a servant girl. Directed by Roy Del Ruth.

June 12 "LITTLE MISS NOBODY"—with Jane Withers, Ralph Morgan, Jane Darwell and Sara Haden—the story of a little orphan girl. Directed by John Blystone.

June 19 "HUMAN CARGO"—with Claire Trevor, Brian Donlevy, Ralph Morgan, Alan Dinehart—the smuggling of aliens into the United States. Directed by Allan Dwan.

June 26 "HIGH TENSION"—with Glenda Farrell and Brian Donlevy—the romance and drama attendant upon the laying of trans-Pacific cables. Directed by Allan Dwan.



Loretta Young listening to her portable phonograph between scenes of "Private Number"

July 3 "WHITE FANG"—a Jack London story with Michael Whalen, Jean Muir, Charles Winninger of radio "Show Boat" fame, Slim Summerville and others. Directed by David Butler.

July 3 "BORDER PATROLMAN"—an outdoor production featuring George O'Brien. Directed by David Howard.

Miss Rochelle Hudson, young Fox star (see May BRIDGE) appears with Irvin Cobb (who in a way is becoming Will Rogers' successor in parts calling for homely, philosophical middle age), in the recent Fox success, "Everybody's Old Man."

### "MR. DEEDS GOES TO TOWN"

Featuring Gary Cooper, Jean Arthur and a host of other good performers. I imagine that we have all at one time or another wondered what we would do if someone up and left us a million or so. I recall the old fable of the two peasants to whom appeared one day a fairy who granted them any three wishes they might care to make. The old man, giving utterance to the first thought which popped into his head, ejaculated: "I wish I had a plum pudding!" His wife, exasperated because he had wasted a perfectly good wish, cried out in protest. "You shouldn't do that!"

I wish the old plum pudding was on the end of your nose!" The pudding having meantime arrived immediately affixed itself firmly to the end of the husband's nose and it took the third and last wish to get it off again.

I was talking with Tom Doig after he and Beulah and I had been visiting with Gary Cooper in "Mr. Deeds Goes to Town," and we were wondering what we would do with twenty million. Tom was just off the road and no credit union folks are ever going to be able to comprehend what it means to be on the road without interruption, away from one's family, living in Pullman sleepers and hotels, working all day and all night from February 18 to May 20 with only a single day home. It takes more than ability to do what Tom does; it takes infinite patience and great endurance and much allowance for the weaknesses of human nature. So quite naturally Tom said: "I tell you what I'd do, Boss, if I had a million dollars, I'd pay the dues in the National Association for everybody and then I could have a little rest!"

My notion of a windfall would involve a process of peace and contentment relative to the BRIDGE. I wake up most every day



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with the dawn. From my bed I can look out across Lake Mendota and I watch the day come as I try to figure out how I can keep the BRIDGE going until from our eleven hundred thousand credit union members I can get fifty thousand to subscribe so that we can have a real magazine. With a million—oh boy! There would be no more worry about BRIDGE and the dawn would have to get up without my company!

Gary Cooper—Mr. Longfellow Deeds—was getting along O. K. before he very unexpectedly inherited twenty million. He was playing tuba in a small town band; he made enough money, mostly by the simple process of writing greeting cards in verse. He was the feller who writes all those verses to Mother which you buy on a lovely card to send to Mother with some flowers on Mother's Day. He lived in a small town in Vermont—I think it was—had a good housekeeper and was getting along fine. Everyone liked him—for good reason—and then his uncle died, and the uncle's lawyers (who had been stealing from the old man while he, the old man, galivanted in Italy) were notified that said uncle had finally driven his car off a convenient cliff. The lawyers came to Mr. Deeds' town and informed him of his good fortune and got their first shock when they discovered that he wasn't particularly thrilled by it. Gosh—that was my first kick—a brand new, clean cut and altogether lovely conception that a gent could have brains enough to be so contented with life that the acquisition of twenty million unexpectedly didn't phase him any. The lawyers got Mr. Deeds up to New York and then the trouble started.

Deeds didn't understand how to take New York and New York immediately proceeded to take Mr. Deeds. Everyone tried to cheat him. Everyone made fun of him. Our heroine (Jean Arthur who was

very, very nice in this picture) got into his good graces for the sole purpose of getting material for ridiculing him in the newspaper for which she was a feature writer. There was no kindness, no intelligence, no charity, no understanding—to be found by the wondering, wandering Mr. Deeds in the great city. And did Gary Cooper do a swell job with that very fat part? I'm saying for one that he did and that I got more fun out of the picture than out of any other I've seen for months. Finally, discovering that the girl, with whom he had fallen in love, was responsible for the newspaper notoriety he was getting (while she was falling in love with him and very much out of love with her increasingly distasteful job) he decided that the money was a nuisance anyway and that he would buy farms with it and give the farms away to deserving farmers of whom there are right now a great many in the United States in need of the services of this sort of philanthropist.

Whereupon the scheming lawyers, having dug up another possible heir, proceeded to bring the picture to a grand climax by citing Mr. Deeds into court on a charge that he was insane, basing the charge apparently primarily on the assumption that anyone with twenty million in New York who really desired to give it away to help people must be insane. Mr. Deed's defense was the grandest bit I've seen in the movies for many a long day. If you haven't seen it—go the first chance you get.

It was a swell evening's entertainment. I felt as I left the theater I should pay

another fare simply because I had cheated the box office.

Shirley Temple—in talented company with Michael Whalen, Gloria Stuart, Alice Faye, Jack Haley and Claude Gillingwater—adds to her laurels in "Poor Little Rich Girl," a 20th Century-Fox Production.

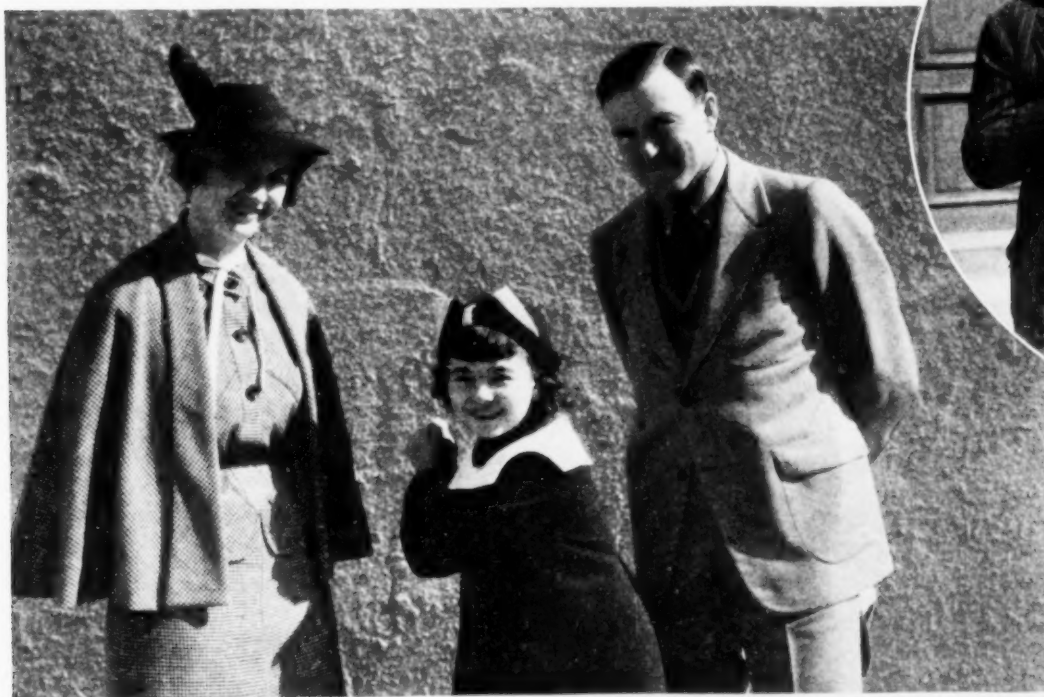
BASED on the book "Main Street" by Sinclair Lewis—a Warner Brothers production admirably acted by Pat O'Brien, Josephine Hutchinson and a strong supporting cast; directed by Archie Mayo.

To couple "Mr. Deeds Goes to Town" and "I Married a Doctor" is a natural. The first story tells how a great city, New York City, in this case, goes about the business of taking apart a young man from a country town, and "I Married a Doctor" takes ample revenge by depicting the gruesome details incidental to a reversal of this process—showing how an average small town goes about the business of taking apart a nice young girl from the city.

The play is based on Sinclair Lewis' book "Main Street" which created such a furor a few years ago. Every small town in the United States took up arms against this book, and Mr. Lewis, while enjoying the fruits of a best seller, has never been completely forgiven by the folks who live in the small places.

Every town has its "Main Street" and there are thousands of towns in America,

● Right: *Author Meets Character—Hugh Walpole, noted British author, pays a visit to his friend Jean Hersbolt on the set of "Sins of Man" at 20th Century-Fox while Hersbolt is wearing the makeup of a 75-year old man.*



● Left: *Big League Stuff—And that goes both ways. Joe Cronin, sensational player-manager of the Boston Red Sox, and Mrs. Cronin visited the 20th Century-Fox studios recently to witness the production of motion pictures. Little Jane Withers played the role of escort and showed the popular ball-player and his wife around the various sets. Jane has just completed "Little Miss Nobody" on the same lot.*



any one of which Mr. Lewis might have taken for his model. I lived in one for fifteen years and know! In this small town is a doctor; as is often the case he is the best liked man in town as well as the most intelligent. Every unmarried lady in town and all the married ones with eligible daughters have their eye on him—object matrimony. Whereupon he gets himself a bride in Chicago which, of itself, was enough to assure her unpopularity. The bride and groom came home by plane and they go to a party. The city girl works hard to assure her popularity, and, while friend husband has been called away to rescue from a premature end the most eligible girl in town, who is trying to commit suicide because he passed her up—the boys of the town, at the country club, unite to bring Mrs. Doctor home from the party collectively, leaving a lot of wives stranded on the veranda of the country club. I ask you—would that make the new wife popular?

Things go from bad to worse. Carol (Mrs. Doctor) doesn't understand small town psychology and she proceeds to do all the wrong things. Admitted to "the Jolly Seventeen", the local group of "most prominent women," all of whom behave as though they were living on a diet of vinegar and dill pickles—she advances the radical—the heretical thought—that the ugly little town could be beautified. If she had lived in a small town as long as I did she never would have pulled that one! Then she found a farmer's lad who had a reputation of being a fool because he would rather draw with a crayon than draw milk from a cow; she tried to help him and everyone, including the young man, assumed that she was in love with him and that finally reacted so badly that, after he had killed himself in one of the swellest automobile accidents I have seen in the movies in many a long day, she packed up and left.

Pat O'Brien was, during all this time, the patient husband, trying on the one hand not to offend his patients and on the other to hold his wife. The best shot is the doctor and his wife in their sleigh going to perform an emergency operation on the farmer father of the artistic son. Incidentally, the farmer, his wife and his son—played respectively by Sig Rumann, Heduiga Reicher and Ross Alexander—were fine throughout and added much to the picture. The husband (and Pat O'Brien did the best work I have ever seen him do in this part) didn't come up to scratch for the Missus the way he should on several occasions. There is a grand bit when Carol and her young artist friend are trying to sell the Chamber of Commerce on a plan for beautifying the town. The Minister is called upon to give his opinion of the plans proposed. "Carol has not been in the Church as much as I could wish," he said (or words to that effect), "and I ask—is it best to beautify the town or to beautify the soul?" That gave him a perfect out and satisfied his parishioners. I realize also what he was up against, as in my old town the chief indoor and outdoor sport is hiring and firing ministers!

So Carol packs and goes back to Chicago. Doc, Kennicott goes daily to the train,

hoping she will return. Incidentally, there is a very swell English setter in the picture. And one day Carol does return and she runs into the arms of the waiting doctor, and it's all over.

Again I wonder how they got along. Did the townspeople ever forget? Did they ever give her a square deal? Did she have sense enough to leave 'em alone and live her own life and just sit back and enjoy the absurdities of the natives? Or did she work slowly and intelligently and gradually win the good people of the town to her ways of thinking, and in the end bring something fine to the life of the town? For people are good people, for the most part. They are terribly handicapped by limitations of birth, environment and economic condition; they can be led by leaders who have infinite patience; they cannot be driven, and the burden of proof is always on the leader to prove his capacity for leadership. And a doctor's wife has an extra tough time of it anyway. Her husband is a public character; he belongs to his people; he serves them day and night. It takes a swell girl to be a doctor's wife and I like to think that this couple probably lived happily ever after. But I wonder?

"Sins of Man," stars Jean Hersholt, as a simple Tyrolian Sexton, with a new comer to the screen, Don Ameche. This picture again demonstrates how talking pictures brought real actors to the screen. Mr. Hersholt's magnificent talents have never found a more effective vehicle.

### THOUSANDS IN PRIZES!

We shall announce the grandest, most colossal and significant credit union contest in all history in the July BRIDGE. Thousands of dollars in prizes! Watch for it!

### THE AUGUST EXECUTIVE COMMITTEE MEETING

The meeting of the Executive Committee of the Credit Union National Association will be held in Wisconsin from Wednesday, August 5, to Saturday, August 8, both dates inclusive. The *July Bridge* will give all the details. If you are planning to spend a part of your vacation attending these meetings (and they will be most important and you will be most welcome and we promise you some worthwhile programs) bear in mind the dates and put a circle around them—August 5th to 8th, inclusive, and write the Credit Union National Association, Raiffeisen House, Madison, Wisconsin, for details and, above all else—see all details in the *July Bridge*!!!!

### May Organization Results

State	April	May	May
	30	C.U.'s.	29
Alabama.....	52	1	53
Arizona.....	8	.....	8
Arkansas.....	26	.....	26
California.....	198	30	228
Colorado.....	31	3	34
Connecticut.....	76	5	81
Dist. of Col.....	71	5	76
Delaware.....	1	.....	1
Florida.....	98	.....	98
Georgia.....	90	2	92
Idaho.....	15	2	17
Illinois.....	310	13	323
Indiana.....	155	7	162
Iowa.....	197	3	200
Kansas.....	64	.....	64
Kentucky.....	64	1	65
Louisiana.....	47	.....	47
Maine.....	20	.....	20
Maryland.....	28	3	31
Massachusetts.....	356	1	357
Michigan.....	125	3	128
Minnesota.....	244	8	252
Missouri.....	270	2	272
Mississippi.....	16	.....	16
Montana.....	13	2	15
Nebraska.....	84	3	87
Nevada.....	1	1	2
New Hampshire.....	7	.....	7
New Jersey.....	93	6	99
New York.....	357	12	369
New Mexico.....	7	.....	7
North Carolina.....	67	1	68
North Dakota.....	23	4	27
Ohio.....	207	12	219

Oklahoma.....	48	2	50
Oregon.....	19	6	25
Pennsylvania.....	232	15	247
Rhode Island.....	23	3	26
South Carolina.....	16	1	17
South Dakota.....	14	.....	14
Tennessee.....	93	1	94
Texas.....	169	7	176
Utah.....	39	2	41
Vermont.....	3	.....	3
Virginia.....	68	2	70
Washington.....	79	4	83
West Virginia.....	34	1	35
Wisconsin.....	439	5	444
Wyoming.....	11	.....	11

TOTAL.....4,708 179 4,887

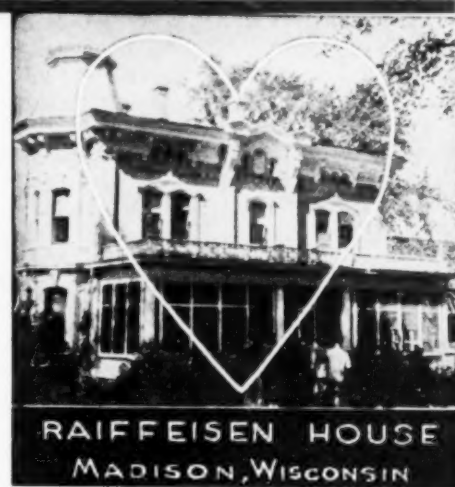
### Rectifying An Error

Please pardon this omission which was very unintentional and must be credited to our inexperience in this matter of magazine production. In the May BRIDGE we used two poems by James Whitcomb Riley. We should have noted in connection with the use of the poem, "The First Bluebird," that it was taken from *Neighborly Poems* by James Whitcomb Riley, Copyright 1891, 1919, used by special permission of the Publishers, the Bobbs-Merrill Company, and similarly in connection with the poem *Hoosier Spring Poetry*, we should have noted that it was quoted from "Morning" by James Whitcomb Riley, 1905, 1935, used by special permission of the Publishers, the Bobbs-Merrill Company.



# The Heart of the Credit Union

In this section you will find those items which are designed to assist in credit union organization and operation and the promotion of our common cause.



## PRESENTING CUNA!

THE CREDIT UNION NATIONAL ASSOCIATION  
and answering four questions about it!

- 1 What is it? ♦ 2 How does a credit union affiliate with it? ♦ 3 What is the cost? ♦ 4 What does it do?

**Question No. 1—CUNA** (the Credit Union National Association) is the central organization of the credit unions of the United States, composed of thirty-six State Leagues of credit unions. Between 1921 and 1934 the credit union movement was under the direction of the Credit Union National Extension Bureau which consisted of Edward A. Filene of Boston and Roy F. Bergengren and operated as a disinterested public service. To its work Mr. Filene made a gift of a million dollars; under Mr. Bergengren's direction credit union laws were enacted in 41 States and the Federal law was enacted and the credit union movement was brought to the point in numbers of credit unions, of credit union members and resources where the time had come to turn the permanent direction of the credit union movement over to the credit unions. The Credit Union National Association was organized and began its active operation at national headquarters, Raiffeisen House, Madison, Wisconsin, September 1, 1935.

**Question No. 2—**A credit union affiliates with CUNA in one of two ways. If there is in its State no credit union league affiliated with CUNA the credit union may, on application, be admitted to individual membership. When there are ten such credit unions in any given State they are

called together and elect a National Director. If there is a Credit Union League in your State, which is affiliated with Cuna, affiliation is through membership by your Credit Union in your State League, which affiliation makes your credit union automatically a member of the National Association (CUNA).

For contact with your State League please note the contact directory on the back cover. Or complete information may be had by addressing—the *Credit Union National Association, Raiffeisen House, Madison, Wisconsin.*

**Question No. 3—**National dues are fixed at the annual meeting of the National Board, consisting of the national directors elected by the State Leagues, meeting

except that credit unions organized since December 31 and credit unions which last year paid a dividend of less than 3% pay no national dues. If there is a State League in your State it collects and pays the national dues. For complete information relative to State League dues inquire as above indicated. In practically all State Leagues dues are very nominal for new credit unions and in some States new credit unions pay neither State nor national dues. In this matter of dues all credit unions should have it very much in mind that they owe their existence to the fact that Mr. Filene made an original gift of a million dollars that your credit union might be possible and that the Twentieth Century Fund (endowed by Mr. Filene) makes a contribution this year (1936) of \$20,000 to the work of the National Association.

### Finally—and most important

*What is CUNA doing—what has CUNA done already—what is CUNA going to do—* as justification for the prompt, hearty, loyal and enthusiastic affiliation of your Credit Union?

The work of the Credit Union National Association (CUNA) divides into three main subdivisions.

### Our Primary Job

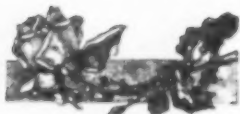
(A) *It is the primary and most important job of CUNA to extend the credit union movement to the millions of our fellow citizens who now need credit unions.* Our first job is to GIVE something—not to GET something! The credit union came to us as a fine, free gift; it is our job to pass it on to others. If CUNA did nothing else but pay the debt the credit unions owe to Mr. Filene—it would be justified. Are we doing that?



National Board in Session

annually in April. At present (1936) national dues are ten cents per credit union member as of last December 31,





The contact and organization department is in charge of Thomas W. Doig. Its work includes coordinating all credit union organization activity, working in close cooperation with the Federal Credit Union Section, organizing leagues and chapters and contacting the credit union movement. Shortly two assistant field secretaries will be added to Mr. Doig's staff.

*Meantime we have 36 leagues organized and functioning, with new leagues in process of organization in six additional states.*

A CUNA Chapter Committee has perfected a uniform form of Chapter organization and Mr. Doig's department has a Chapter leader in the field and *Chapters are being organized rapidly.* The services of the Chapter organizer are available free at any mutually convenient time in your area. There are 116 Chapters functioning (May 1936).

In cooperation with the Federal organization section new credit unions are being added rapidly. *Bear in mind that CUNA has been operating 10 months (to date of this issue.) Since September 1, 1935 to June 1, 1936 (10 months), 1,363 new credit unions were organized in the United States—State and Federal.* For the month of May (1936) 179 new credit unions reported. *The present average of new credit unions per month equals the per annum average of a few years ago.* We are contributing through CUNA and in cooperation with the very efficient Federal Credit Union Section to an extraordinary development of credit union service to the millions of people who need it.

*A large part of the annual budget of CUNA is expended on this—its first and most important objective.*

### Our Second Job

(B) *Our second objective in CUNA is to protect your credit union from unfair legislation and unjust taxation. What State and Federal taxes does your credit union pay? Who is protecting your credit union from taxation?* On my desk, as this is being written, are four requests for help in tax matters; we recently assisted in one State by employing attorneys at a cost of more than that State paid in national dues and obtained for one credit union in that state a tax refund of more than \$1,300. We are called upon time after time to intervene in problems of State and Federal taxes. Can your credit union alone protect you? Or must such protection to be effective result from the intelligent co-operation of all credit unions in CUNA. We have repeatedly prevented adverse legislation affecting credit unions and it is our second job in CUNA (*worth to you more than your national dues*) to do every legitimate, intelligent thing to afford you the maximum protection which can come only from united effort.

We face the certainty of increased taxation and adverse legislation—state, federal and municipal—and *your credit union vitally needs the protection incidental to central organization.*

(C) CUNA performs certain central services for all credit unions.

*This is the least important of our functions—but it will stand examination.*

Bear in mind that the 1936 CUNA budget calls for national dues of.....\$29,000

What has Cuna done already?

### Cuna Mutual Society

We organized the CUNA Mutual Society to handle borrowers' protection and have written coverage of \$7,000,000 the first 9 months at a saving to credit union borrowers of forty-eight cents per \$100 of coverage per month, an actual saving in money to our borrowers so far of.....\$33,600

Conservatively estimated the CUNA Mutual will do an additional business its first year of from 3 to 5 million, saving an additional minimum of.....\$14,400

### Bookkeeping Forms

Before our first twelve months of operation is completed we shall also have accomplished a substantial reduction in the cost of bookkeeping forms. We have rebuilt the printing offices, re-equipped them at great expense, installed an able manager and are now (June 1) making cost studies which we anticipate will result in new price schedules reducing the forms at least 10%,\* or for the 12 months following the reduction saving credit unions (on the basis of present business) an additional \$10,000.

By the middle of July we shall have established a central purchasing department which will secure for credit unions the maximum trade discounts (10% to 30%) on everything they use—type-writers, adding machines, safes, etc., etc.

### Bonds

CUNA, after a long hard campaign, reduced for all credit unions the cost of a faithful performance bond from \$8 to \$4, a fiduciary bond from \$4 to \$3 and established a new low for schedule bonds. We are working on further reductions. In a 12 months' period this would save new and old credit unions a minimum of.....\$18,000

We repeat:

1. Our first job is to organize credit unions and to hand credit union service on to others.

2. Our next job is to protect all credit unions from unfair legislation and inequitable taxation.

### Finally—even the arithmetic is with us!

National dues for the year....\$29,000  
Savings to borrowers resulting from the Cuna Mutual.....\$48,000  
Savings on bonds estimated....\$18,000

Total.....\$66,000  
Savings on forms in immediate prospect an additional (for 12 months).....\$10,000

NOTE—Services of CUNA are available only to members. NOTE FURTHER—New credit unions pay no national (and very little, if any state) dues their first year.

\* On page 31 in this issue.

To continue:

### The Bridge

We have initiated the publication of a magazine, the BRIDGE; starting with nothing and at scratch we have 16,000 subscribers. If the credit union members (*you and your associates*) will give us first 50,000 we will be out of the red, and if you will make it an eventual 100,000 (we have 1,100,000 credit union members as possible subscribers) we shall get advertising and *eventually make the BRIDGE a substantial source of revenue for the State Leagues and the National Association.*

We are at date publishing BRIDGE as an overtime job with no overhead cost except for printing and distributing it. Three credit unions have shown the way by subscribing from undivided earnings for all their members. These credit unions had 60, 300 and 1,179 members respectively and all testify that the subscriptions have already proved a good investment. Hundreds of credit unions have subscribed for their entire boards and committee members.

IF YOU AND YOUR FELLOW CREDIT UNION MEMBERS WILL BACK THE BRIDGE, THE BRIDGE WILL BECOME EVENTUALLY A SUBSTANTIAL REVENUE PRODUCING AGENCY FOR THE LEAGUES.

*It is very definitely for your best interests to back the BRIDGE!!!!*

### Future Plans

What do we plan to do?

We shall extend the functions of the CUNA Mutual Society; we shall provide better rates for burglary and theft insurance; we are studying automobile insurance; we have committees working on a more effective plan of rural credit unions; we are working on plans for central agencies of discount; we are getting ready to handle many such items of general interest as campaign posters, individual printing for credit unions and chapters, etc.; we are about ready for a second edition of "CUNA Emerges" (the credit union text book) which can now be printed from our own plates and sold at a much lower per volume price; we are actively perfecting chapters and are planning to broaden the scope of our organization department so that we may help more effectively in all states with organization work, etc. Other plans will be the subject of supplementary publicity from time to time.

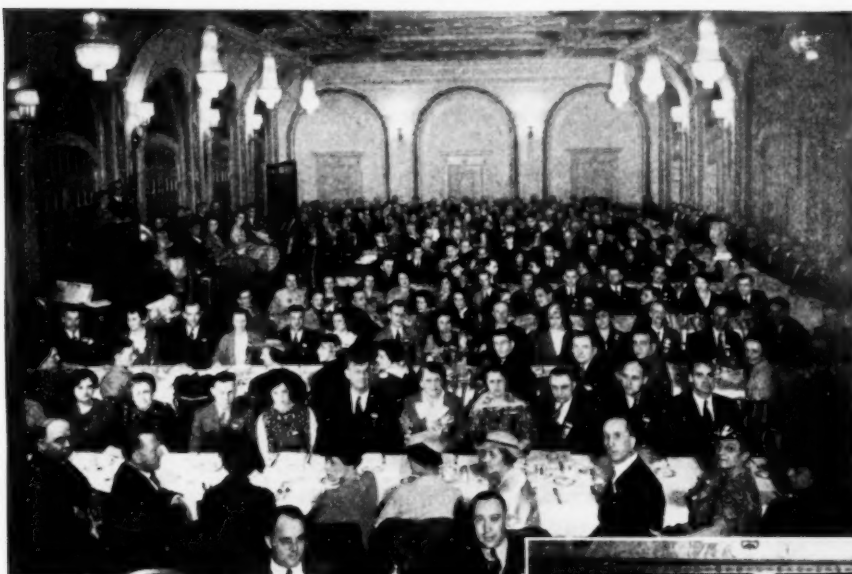
*Finally—we handle at Raiffeisen House a vast miscellany of contact correspondence, literally thousands of letters a month come pouring in on all sorts of credit union problems, which vast correspondence receives, as you know, prompt and reliable attention.*

In this connection our operation department is always available to handle any and all operating problems and our legal department to handle all legal problems, and we have in contemplation a much needed supplementary auditing department.

We have done enough the first 9 months to prove the worth of CUNA; we shall accomplish infinitely more for your credit union and for you as we proceed.

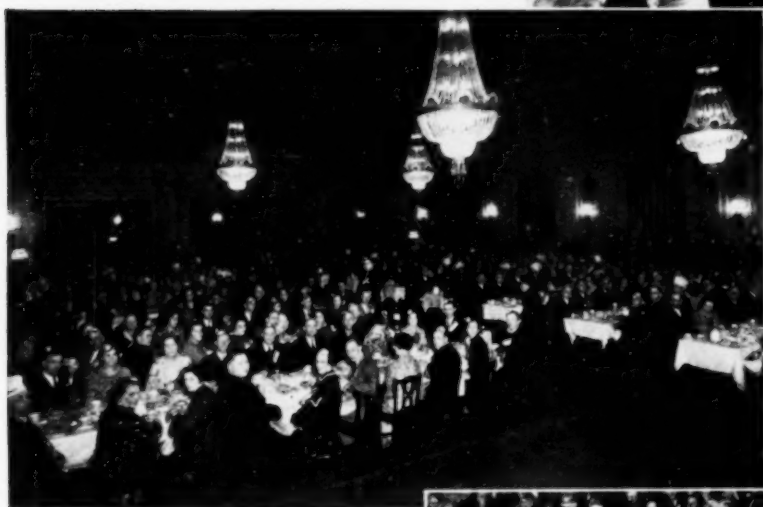


# OVER 2,000 CREDIT UNION DELEGATES MEET AT Four Important State League Annual Meetings



The Iowa Credit Union League had its annual meeting this year at the beautiful Black Hawk Hotel at Davenport. The annual dinner on Saturday evening, May 2nd, brought out a fine attendance from all over the State.

To the right—nearly a thousand enthusiastic delegates from the hundreds of credit unions which compose the Illinois Credit Union League dine together at the Medinah Club, Chicago, to conclude their annual meeting on March 21.

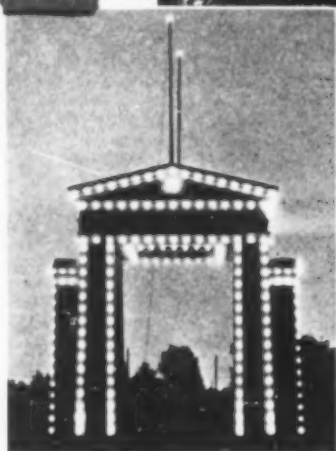


The Minnesota Credit Union League mustered almost another thousand to its annual dinner, crowding the largest hotel in Minneapolis with a splendid enthusiastic gathering of loyal Minnesota credit unionists. The meeting was on April 18.

Wisconsin credit unionists gather at the Loraine Hotel, Madison, to bring to a happy ending their annual meeting on May 16.



BLAINE ★



International Peace Arch, Blaine, Washington

## In the Northwest Corner

employees in Whatcom and Skagit Counties. It has 94 members and about \$2,500 in assets. The Treasurer of the credit union, Aileen Seffren, writes that "credit union headquarters are located at Blaine, Washington, the most northwesterly incorporated city in the United States. At Blaine is located the world famous Peace Arch, which is located directly on the 49th parallel, half in Canada and half in the United States. This famous arch was built with the nickels that were given by the school children of both countries and is the only edifice of the kind in the entire world—a monument dedicated to Peace." This Peace Arch commemorates the fact that for a hundred years—from the signing of the Treaty of Ghent in the winter of 1814 between the United States and Great Britain there had been peace and harmony along a boundary line of over three thousand miles in length which has been guarded by no forts, no guns and no swords. The doors of the memorial are recessed in the walls. Across one door is written "Open for One

At the San Diego Fair

Hundred Years"; and across the other door, "May these doors never be closed." Across the great plinth on the United States side is the inscription "Children of a Common Mother," and on the Canadian side is "Brethren Dwelling Together in Unity." This arch symbolizes the hope of every man and every woman that some day there may be international amity.

## California Welcomes You

COME on—all you 1,100,000 credit unionists—we want you at the San Diego Fair and thanks Mr. Dunlevy—for these lovely pictures of your very swell exposition. Here in San Diego is the pioneer of all credit unions of school teachers which brought William P. Dunlevy into the credit union movement. His credit union is the California veteran. There is a credit union at the Bank of America—we are getting lots of credit unions of bank employees these days and credit union No. 17 of State Employees is at San Diego and several others are also included in the San Diego group. Would you like to go abroad? Here's a swell chance. Take in the Exposition (it will be running until fall) and then it's only a short trip to the Mexican border. Before you leave California be sure to cross this great state which is an empire in itself and visit with the credit unions at San Francisco.

SAN DIEGO ★



Fair Lady of the Fair



Old Norse Ship, San Diego

## Introducing the Nation

HERE we are—eleven hundred thousand credit unionists—right in the middle! From the Atlantic Beach, Florida, to the Canadian border—right in the middle! From dear old Maine to the sparkling international waters of the Pacific with stopping off places at every station—right in the middle! At Salina, Kansas—from ocean to ocean and between the States and the number will be 5,000 before this year is over—of 160 a month! Our membership increases as chapters cover the entire map. We are proud of our nationalism—proud of our significance as a truly American principles involved in a better world to compose these United States—your land and mine.



Kansas Wheat Fields

SALINA ★

## Right in the Middle

AND we have credit unions also right in the middle! Salina, Kansas, "where health and happiness can be found in abundance" according to the very attractive leaflet issued by the Salina Chamber of Commerce. And, while I'm at it, thanks to the Chamber for the fine Kansas pictures you will find elsewhere on this page. There are three fine credit unions at Salina, two of them serving employees of the H. D. Lee Mercantile Company. The third Salina credit union serves employees of Swift & Company. The Treasurer of it is C. J. Morgenson. We are very happy to have a recent statement from the Lee Hardware Employees Credit Union, indicating assets of \$2,366 and 76 members, 25 of whom are borrowers. Ralph Christie, in Salina to organize a credit union chapter for the Kansas Credit Union League, writes that "everyone seems to be extremely happy over the recent rains, everything indicating a prosperous season." Salina is the second city in Kansas. It is the very center of the most outstanding hard wheat producing area in the world, with an estimated trading area of 400,000. It is the proud boast of the Chamber of Commerce that "Salina offers an opportunity for success to every individual." We are proud of the credit union development in Kansas and happy to present on this page a few pictures indicating just how important to all of us in the United States is this great wheat producing area.



# tionality of the Credit Union

and credit union members (1,100,000) spread from Miami border in northern Washington—from the staid capital of national Exposition at San Diego, California—all the way, —right past the middle where the lines of progress intersect and beyond. There are 4,904 credit unions in the United States before this gets into print for they are increasing at the rate of 100 a week! Our State League is proud of our Americanism—proud of our country—proud of our progress as a rapidly developing force which is dedicated to a better economic life for the great masses of the people of our land and my land—the home land of us all.



State Capitol, Augusta, Maine

## Here's to Dear Old Maine

As you know, the Valley Marched to fame at the head of a band playing the famous battle song of the University of Maine and that song became almost overnight nationally famous. (Everyone was drinking to "dear old Maine" although as a matter of fact Maine went in for prohibition long before the 18th Amendment was ever conceived.) Until the Federal law was enacted we had a very limited credit union development

in Maine, but at this writing Maine is very active in the credit union procession and we are very glad to welcome to this page, as our representative in the northeastern sector of the United States, the credit unions at Augusta. There are about twenty credit unions in Maine. (In Augusta there are three credit unions—at the Augusta Journal, within St. Augustine Parish and the Maine State House Employees Federal Credit Union. We owe this nice picture of the State Capitol building at Augusta to W. S. Owen.) Our thought on this page this month has been to get the credit unions which are most remote from each other, simply to get across to you and to the other BRIDGE readers how truly national is the credit union spread. Men of the sea and men of the soil—men and women who work for the State in Maine and who work for the motion picture industry at Miami Beach—employees of a school department in San Diego and Uncle Sam's letter carriers up close to the Canadian border in Blaine, Washington, farmers in Kansas—all sorts of men and women, all over this greatest country—have that one common bond of credit union interest now added to that superior bond of national loyalty.

The Maine State House Employees Credit Union, of which C. A. Douglas is Treasurer, was organized October 10, 1935. On March 31 it had a total membership of 209 with shares outstanding of \$2,708. It has already made 57 loans.

## And in Sunny Florida

AND let's take a little run down to Florida, land of beaches and perpetual sunshine. Right at Miami we have an even twenty credit unions—school teachers, railroaders, workers in a sugar factory, hospital employees, telephone workers, newspaper men and women, employees of the Dixie Tire, city government employees, laundry workers, department store boys and girls, policemen and firemen, a credit union at the Miami Paramount, postal employees, men and women in a utility group, some folks from the Tip Top Market, and from the Southern Dairies, a grand gang from the Western Union, and finally—ladies and gentlemen—the good brothers who are associated with a group of theaters—the Wometco Theater Employees Federal Credit Union, the fellows who gave us the fine pictures which you will find helping so materially to make this page interesting. Thanks Mr. L. A. Johnson and all your associates for your fine cooperation. The Florida development is a tribute to F. O. Billings of the Federal Section, Mr. Orchard's right hand man.



Bathing Beauties at Miami Beach

MIAMI



NA ★



In circle—Salina from the Air







June, 1936

## The Bridge Tender

MY BELL rang very early of a Sunday morning early in June, but it so happened that I had planned to put in a long day on a lot of accumulated chores and I was up.

"Good morning and good morning!" says the BRIDGE Tender. "Good morning yourself," says I, "and why the old clothes and the fishing rod and the optimistic basket?" "Why do you say 'optimistic'?" says he. "Because," says I, "most of my friends who go fishing really only carry the basket along for the looks of the thing and because they are optimistic!"

By that time we were sitting on the front porch, looking out across Lake Mendota, a' dancing in the early June morning sun. It was a swell day—the kind we have in the spring in Wisconsin, and I realized that I was in for it. The BRIDGE Tender had told me some weeks previously that on his Sunday off he was going to take me fishing and he had caught me without a real alibi, particularly as my good wife immediately took sides with him, insisting that there was nothing I needed quite so much as a day's fishing. Obviously she was fibbing about it! I never go fishing; I like to go fishing with people and watch them fish and I like the business of tramping through the woods and all the other experiences which one associates with fishing, but—when I want a fish—what are the fish markets for?

But we were soon on our way, with the gear tucked in the battered trunk of the BRIDGE Tender's ancient flivver and he and I on the front seat, headed west. As we rolled along the BRIDGE Tender got talking. "You know, Boss," says he, "man—I speak of man in the abstract—works too hard. He comes into the world and he has nothing—not even a shirt. As a matter of fact he isn't even consulted about the business of coming in. About the first thing he does is to cry and he is apt to spend the rest of his life perfecting the fine art of crying. He depends on his mother for food and on his parents jointly for all else. He has no worries and no responsibilities. He is generally surrounded by more or less willing slaves. Everyone tries to give him more than is good for him. He grows up and for years has nothing more serious to do than to get into mischief, go to school short hours, play, eat and sleep. He learns how to be a good sport—if he's that kind of a guy—how to play, to fish, to throw snow balls, to guide a sled, to pitch a ball, and, while he don't know it, he is having a swell time.

He grows strong and grows older and bye and bye, if he's one of the lucky ones, his pop sends him to some fine old college and pays the bills. Many times he thinks he is working and many times he thinks he is abused and that he has troubles—but his difficulties are mostly imaginary and then—all of a sudden—he's grown up. That's the tough spot with the young feller these days, Boss!

Gosh—but it makes me positively shudder to think of the thousands and thousands of boys and girls being graduated, all unsuspecting, from schools and



colleges this month. They call this graduation business "commencement" and that's sure the right name for it. Commencement—what does that mean, Boss? It means that they've ended something and must begin something. That's where you and me come in. What have you and me—our generation—made ready for them?

Have we made this old world so safe and sane that these kids can live in it without the certainty that they will have to fight another war? We ain't! Have we worked out things so that they are sure of decent jobs—jobs that have a future for any of them that are ambitious enough to deserve a future? We ain't. Have we made our governments—governments of town and state and nation—so pure and decent that we are proud to hand these governments over to them? Not by a darn sight!

## A Credit Union of Theater Employees

DURING the latter part of March, 1935, the Miami Daily News published several articles explaining a Credit Union, its purposes and value.

One of our employees brought these articles to the attention of our manager's group and our executives. It was decided at that time to investigate the matter and the result was, a charter was granted us on April 20, 1935.

Sidney Meyer and Mitchell Wolfson, executive heads of Wometco Theatres, Inc., thought well enough of the plan to donate our charter fee and the cost of the first order of supplies. By this indication of faith in their employees they gave us a good start and valuable aid at the time it was needed. With their continued active support we have been able to grow and prosper.

F. O. Billings, Farm Credit Administrator, presided at our organization meeting, saw us off to a good start and by the end of May, 1935, we had deposits of \$2,011.33 and \$1,369.00 loaned.

In eleven months we have grown to have deposits of over \$8,000.00 and have about 65% of it loaned at the present time. We have progressed steadily and each one of us is justly proud of the strong organization we have built.

We serve a group of eleven theatres. We found it practical to make each theatre

All I hopes, Boss, is that they have more sense than we have ever been able to show—that's all I hopes! I hopes they make a world where a man can work decent hours for fair pay with lots of time left for play. If this old world, Boss, was geared right there would be leisure—and a job for every man with a decent pay check at the end of the week so every man could enjoy leisure.

We ain't got any sense in this matter—none of us—of using what assets there be in the world right now to make it a more decent place in which to live. We shall go on at the same old killing pace—some of us working too hard with never a bit of time for enjoyment of the world and the fullness thereof and multitudes with nothing to do and therefore no capacity to enjoy anything."

"Look!" He brought the car to an abrupt stop. Through the woods we could get just a glimpse far across country of a beautiful Lake—a jewel, basking in the sun. As quiet enveloped us—we were conscious of a chorus of birds. The trees were all a beautiful early summer green—there were buttercups and jack-in-the-pulpits in extravagant profusion growing by the side of the road. We heard a rustle as two squirrels, chasing each other across the road, went dashing round and round and up into the branches of a large tree in a sort of jolly game of run and catch. "Look!" he said and I looked and the Sabbath stillness was all round about us and a great peace descended upon us.

manager a receiving teller. His employees, on pay day do their banking with their manager and do not have to make a trip to the main office for their deposits.

The main downtown office of the theatre group is open from 9 A. M. to 5:30 P. M. each day, and the Credit Union keeps the same hours. The majority of our business is done on Saturday, and Monday but on other days of the week there is always some business transacted.

Wometco Theatres, Inc., has about 145 employees at the present time and 137 of them are active Credit Union members. They have borrowed for almost every conceivable provident purpose and have found the Credit Union a real friend in time of need.

We had the usual amount of difficulty during our formative stage, but now we are functioning smoothly and well. We are proud to report that our executive committees really deserve their name and take their offices as a personal charge to see that their part of the work is done well. This has contributed in no small way to our continued success.

Dr. James P. Warbasse, President of the Cooperative League, made an outstanding address at the recent annual meeting of the Michigan Credit Union League.



**FIRST QUESTION.** Should the amount which a member of a credit union may deposit in the share account each month be limited?

**ANSWER.** No. It is very poor policy for the members of the Board of Directors or committees of a credit union to restrict too greatly the individual activities of the members. Most of the necessary restrictions are usually included in the by-laws. I remember one credit union which had placed a limit on the amount which a member might deposit in the share account each month and which then found that the borrowing demand of its members far exceeded the cash on hand. In order to alleviate this situation the credit union borrowed money from a bank. It is far better that the needed funds be obtained from members by way of savings in the share account. In most states the by-laws of the credit union provide that either the members at an annual meeting or the Board of Directors at a regular monthly meeting shall fix the maximum amount which one person may have on deposit in the share account. Within this limit there should be no further restrictions.

The danger here is the occasional "investment" in the credit union of a large sum of money by some member who is making the investment solely for the purpose of getting on it the superior earning which the credit union shows and who will, therefore, be interested only in maintaining a high dividend rate. Such investments should not be encouraged.

**SECOND QUESTION.** When funds in the credit union are scarce should the amount on hand be prorated among applicants for loans?

**ANSWER.** No. It is good credit union practice when applications for loans exceed the cash available for loans to give preference always to the smaller loans. It is not good practice to give the borrower only a portion of the amount for which he has applied. The life of a credit union treasurer, and for that matter of the members of the Board of Directors of a credit union, should be a dissatisfied and discontented life. When the credit union starts operations it has no cash and usually quite a large borrowing demand. In an effort to provide funds to satisfy this borrowing demand the members of the Board of Directors should become salesmen of the credit union and urge the members of the credit union to deposit funds in it in order that the loan demand may be cared for. If the members of the Board of Directors are good salesmen, more money than is immediately needed will be received by the credit union. Only too often at this point credit union officers fail to function properly and simply let the surplus funds accumulate in banks or immediately look for other investments.

Dissatisfaction with the appearance of a surplus of cash should exhibit itself in an effort on the part of the Board members, a very definite effort, to obtain loan applications which will put this cash to work. It is this constant dissatisfaction, caused first by excess loan demand and second by excess cash, and the exertion on the part of the Board to eliminate either of these evils which builds the credit union. A credit union is a business. It will not build itself. The business will not always come automatically. We should constantly endeavor to build our business by rendering more and more services to the members and prospective members of our credit union.

Nor should the directors be frightened by any false charge that the credit union is "encouraging borrowing." Bear in mind that the loan demand exists and that the difficulty is that

the credit union is not meeting it because it does not appreciate that its members are buying almost everything they acquire on the installment plan and that by loaning them money with which to buy for cash there will be not only great resulting savings but also the employment of all the funds you can possibly raise.

**THIRD QUESTION.** Should the president of a company among whose employees a credit union is operating be elected to serve on the credit committee?

**ANSWER.** No. It is extremely bad practice for the executives or higher supervisory officials to serve on the Board of Directors or committees of a credit union formed and operating among the employees of that company. In many cases the employee is very reluctant to have officials of the firm know of his need to borrow money. The credit committee should be made up of members of the credit union chosen largely from the ranks. The members of the committee should always be approachable persons to whom their fellow members will be pleased to go when in need of financial assistance. Membership on this committee by higher supervisory officials or executives is very likely to frighten away the business which the credit union has been created to handle.

**FOURTH QUESTION.** Would it be good practice to elect as a member of our credit committee that member of the credit union who has the largest amount of money on deposit in the credit union?

**ANSWER.** No. The person who has accumulated the largest amount in the credit union is very likely to be ultra conservative and credit committees should be comprised for the most part of liberally minded people who have themselves had some experience with borrowing for personal needs and who therefore are more likely to keenly appreciate the need of the borrowers for sympathetic aid. If the person having the most money on deposit in the credit union were made a member of the credit committee, it would seem very likely that he might dominate that committee and the credit union thus become a one man institution.

**FIFTH QUESTION.** Does the Credit Union National Association derive any income or profit from the operation of the Cuna Mutual Society in handling loan protection insurance for credit unions and credit union members?

**ANSWER.** No. The Cuna Mutual Society is a regularly incorporated life insurance company organized under the mutual laws of the State of Wisconsin. Incidentally, its policies are non-assessable, assessments being prohibited by law. The Cuna Mutual Society was made possible by a personal loan of \$25,000 from Mr. Filene, but it belongs to its policyholders, who are the borrowers from credit unions and the credit unions themselves. After sufficient reserves have been accumulated to enable us to repay Mr. Filene his loan and establish a proper reserve fund, if there is excess income, this income will either be returned to the policyholders at the close of each year in the form of a patronage dividend or will be eliminated in so far as possible through a reduction in the rate charged for this insurance.

The Credit Union National Association derives no profit or income from any of its central activities. The forms business has now been regularly incorporated and operates as a co-operative owned by the state leagues, and if there is excess income derived from this business that income will revert to the state leagues at

the close of each year in the form of patronage dividends in accordance with the volume of business received through that state league. The entire expenses of the Credit Union National Association are paid at the present time from income derived from dues and a subsidy from Mr. Filene. The Credit Union National Association is organized for service and not for profit.

**SIXTH QUESTION.** Should a credit union reduce its interest rate on loans below 1% per month on unpaid balances?

**ANSWER.** No. To the best of my knowledge and belief the maximum credit union rate of 1% per month on unpaid balances is the lowest rate of interest charged by any bank or lending agency anywhere in the United States on this type of loan. It is a fair and reasonable rate. It should not be reduced until we are absolutely certain that the credit union movement has absorbed the entire expense of operation. Credit Unions are not competitors of banks and we should not endeavor to meet the commercial rate of interest charged by a bank in its regular lending activities. The maximum credit union rate is just as low as the rate of interest charged by personal loan departments of large banks, and of course the services of the credit union are available to large numbers of people who could not under any circumstances obtain credit from a bank. Many times I have been told by credit unions that their rate of interest on loans to members had been reduced in order to eliminate surpluses. Too often this action was taken because of laziness or weakness on the part of the credit union officers.

It is much easier of course to let credit union money lie in the bank or to invest it in a bond than to dig up large numbers of small loans which would put this money to work in such fashion as to render a maximum of service to the members of the credit union. I recall one credit union treasurer who advised me that his credit union had a large surplus of funds while many of its members at that same time were buying necessities on the installment plan. When asked why these installment purchases were not financed through the credit union, the treasurer replied, "Here I sit and the members know I am here, and if they do not care to take advantage of this service that is their hard luck." A credit union treasurer and the members of the Board of Directors are not elected to sit. It is their business to efficiently and effectively operate the credit union in such manner as to render a maximum of service to its members. Let's not be sitters, let's be doers!

**SEVENTH QUESTION.** Where should a credit union go with legal questions?

**ANSWER.** The credit union state leagues and the National Association were created for the purpose of acting as liaison agencies between the credit union and state and federal supervisory bodies. It is the business of the state leagues and the National Association to answer all credit union questions, legal or otherwise. Since most of the credit union laws were originally drafted by the Credit Union National Extension Bureau, certainly the author of those laws is in better position to answer legal questions pertaining to these laws than any other person could possibly be. We are establishing a legal department at national headquarters and we hope that any legal questions which can not be answered by the managing director of the state league will be submitted to this office. Before employing an attorney, bring your problem to the state league or the National Association. You will probably save a great deal of money through this procedure. Credit unions should not flood state and federal supervisory departments with questions. Most of these questions can be answered by the Managing Director of the state league. At least all questions should clear through that office, thus lightening the burdens of the governmental departments referred to.

Any of the answers set forth above are of course subject to legal limitations in the credit union law under which a particular credit union operates and subject also to any general laws applicable in such matters.



**EIGHTH QUESTION.** Should the borrower or should our Federal credit union pay for filing a chattel mortgage offered as security on a loan?

**ANSWER.** A Federal credit union, charging the maximum interest rate of 1 per cent a month on unpaid balances, may not charge any fee to a borrower for examination or appraisal of security, for examination of a title, or for filing or recording a mortgage. In other words, a Federal credit union may not make any charges in connection with making a loan which will bring the cost to the borrower above the prescribed maximum of 1 per cent a month. However, it may require the borrower to insure property given as security for a loan and pay the premium himself. This applies especially to cases where the jewelry, furniture, automobile, personal effects, or other security remain in the possession of the borrower and a chattel mortgage is given to the credit union. It may be added that the prohibition against incidental charges which would bring the cost of making the loan above the 1 per cent limit applies also to the cost of insuring a loan against the borrower's death. A Federal credit union can not require a borrower to take out such insurance. But he can do so voluntarily, or on the insistence of the co-maker.

**NINTH QUESTION.** Can Federal credit unions accept deposits from members or carry on a checking business?

**ANSWER.** Federal credit unions may not accept deposits either from members or non-members. All savings in a Federal credit union must be in the form of purchases on shares. This provision of law carries with it by implication the denial of the right to carry on a checking business. That right is further denied simply by the fact that the Federal act does not include it in the enumeration of the powers of a credit union operating under Federal charter, and it is also not one of the incidental powers "necessary to carry on effectively the business for which it is incorporated."

**TENTH QUESTION.** Since it often costs more than the interest earned to grant small loans of \$25 or less from pay day to pay day, may we charge a flat fee of 25 cents on such loans in our Federal credit union?

**ANSWER.** No. Flat fees may not be charged. Small loans, when made for a short period of time, are likely to be unprofitable—a credit union, in fact, may lose money in making them. But the purpose of a credit union is not to make money but to be of service to its members. A number of credit unions have found it a good practice to make these small loans, even down to \$5, but to suggest to the borrower that he repay his loan in several instalments and use whatever extra funds he may have to build up his share account. Thus, instead of paying off a \$10 loan all at one time he might pay, say, \$2.50 each month for four months and also deposit \$2.50 each time as savings. Then when he needs money again he can either withdraw the savings or make a small loan with greater facility. In all small loan demands a credit union has a real opportunity to make savers out of borrowers—and this, by and large, is one of the most important accomplishments of the whole credit union movement.

**ELEVENTH QUESTION.** Is it a good plan to set aside a certain amount from net earnings each year for educational purposes?

**ANSWER.** Yes. And further, it is much better to set aside the amount from net earnings than from gross earnings. The first claim against a credit union's earnings, of course, is that of operating expenses. Next comes the reserve or guarantee fund, and after an adequate amount has been set aside for that purpose dividends up to 6 per cent may be declared. Often there is still a balance left, and this may be used for various purposes. It may go to help compensate the treasurer. It may be transferred to the

undivided profits account and if desirable used as the nucleus of a fund through which future expenses and dividends can be paid so as to make possible eventually a reduction in the interest rate to borrowers. And it may be used for educational purposes.

The first two of these uses should receive prior consideration. But it is, nevertheless, an excellent practice to vote a certain percentage of the net earnings for educational purposes. With new credit unions the amount might not be sufficient for much effective work. In that case it would be a good plan for several credit unions in a given area to pool their educational funds and use them cooperatively for mutually beneficial purposes. The combined funds might be budgeted throughout the year for chapter work, for social gatherings, for publishing a bulletin, for buying or renting educational material, for paying the expenses of an out-of-town speaker, for renting a hall for a meeting, etc.

It is interesting to note that the setting up of educational funds is a universal practice in consumer cooperative organizations other than credit unions.

**TWELFTH QUESTION.** Will a Federal charter be granted to a fraternal or lodge group?

**ANSWER.** Yes. The Federal Credit Union Act says in part that a "Federal credit union membership shall be limited to groups having a common bond of occupation, or association, or to a group within a well-defined neighborhood, community or rural district." It is clearly the intent of the law that a closely knit fraternal group having a close bond of association may, if the Governor of the Farm Credit Administration approves it, obtain a charter. The Credit Union Section conducts a thorough investigation of such a group before recommending a charter application for approval to determine whether a sufficiently close bond of association exists. By the end of May, 46 Federal charters had been granted to fraternal groups.

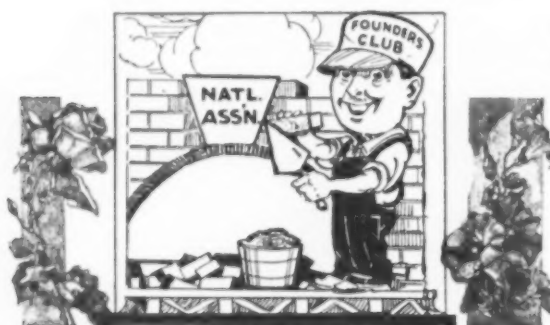
## Introducing the New National Director From Oregon and His Cabinet



What have we here? These fine looking boys and girls are the cabinet of the new National Director from Oregon, Hugh Stout (five from the left in the front row) and said cabinet is generally known locally in Portland, Oregon, as the Board of Directors of the Portland Teachers Credit Union. We are particularly happy to have this picture. This credit union is in every way outstanding and Mr. Stout has long been one of the leaders of the credit union movement in Oregon. Wewere sorry to lose Mr. Zehrunge from the National Board as he has served faithfully and well, but, if we must lose Mr. Zehrunge, we can think of no one in Oregon better qualified to succeed him. Welcome, Mr. Stout—and thanks for the swell picture!

### Credit Union Education

It has long been a principle of the cooperative movement for an individual cooperative society to appropriate money for education, including promotion. The original Raiffeisen banks charged 4% per annum interest, paid no dividends and divided the net earnings between surplus and education. We are gradually developing the means through which this education can be carried on efficiently. The BRIDGE (at fifty cents per subscription in lots of 5 or more from a given credit union) is the best investment any credit union can make and the most certain way of carrying on effective educational work. Then there is the city Chapter to which your credit union should belong and which is doing most effectual educational work. It will need just a bit of financial help once in awhile. The National Association is your great friend and protector and your primary source of educational work. Its dues—ten cents a credit union member as of last December 31—are an essential investment. A credit union with an undivided earnings account can most effectively invest it in educational work through the BRIDGE, the Chapter and, most important of all, the National Association.



## News of the Founders' Club

IN the credit union progress we are moving up steadily on Credit Union No. 5,000. We have just passed 4,900 and I am anxious to make it a good round 5,000 before we all find ourselves busily engaged in conferences at various circuses, beaches, camps, fishing trips and all the other delightful kinds of conferences which should engage the good credit union brethren in the good old summer time. Now July and August and up to Labor Day—we are not expecting much by way of volunteer credit union organization effort, but June—well, June is still spring—still the time of year best adapted to credit union organization effort, and so let's step on the gas—push her way down low—and get us so many June credit unions that we can afford to loaf in July and August. But—a word of warning—don't take the let down too seriously. We have only started with the credit union development, for there are fifty times as many people who need credit union service in the United States as are now getting it! There were 50,000 credit unions in Germany at one time and we shall not begin to perform the real service of which the credit union is capable until we have an equal number in the United States. In your State probably, if of average population, there should be right now as many credit unions at least as we have in the whole United States. So—rest up, but don't relax so much that it will take too long to get started in the fall.

And, by the way, the Filene Day celebration in September will probably take the form of a rapid credit union drive to open the new active year; we have some grand plans for it. Watch for the plans in the July and September issues.

Meantime—let's cooperate to make the BRIDGE permanently successful. We have enough subscriptions to take us comfortably through August. After that? Well—ye editor will borrow some money if he has to! In this connection I shall be like the man who sadly declared: "I'm going to get drunk—and gosh how I hate it!" There should be no need of borrowing. Folks like the BRIDGE and we have over eleven hundred thousand credit union folks. The magazine of the Chamber of Commerce of the United States has 250,000 circulation; with half that we shall have a financial structure built for the leagues and the national association which will be the finest sort of insurance policy. These organizations will be out of the red for good and for all and IT CAN BE DONE if YOU and other folks in the

credit union movement will just get the subscriptions we need. Figure it out. We need now a total of 50,000 subscriptions to make the BRIDGE a permanent success and to show within one year thereafter revenue for the leagues. We have 16,000.

Take away 16,000 from 50,000 and you have left 34,000. Divide that by 5,000 (the approximate number of our credit unions) and you have an average of six additional subscriptions and a fraction per credit union and the job is done.

At this point up steps a philanthropist and he says to me these words:

### Grand \$25 Prize Offered

"I'll offer a prize of twenty-five dollars (cash money) to the member of the Founders' Club who turns in the largest number of BRIDGE subscriptions between the dates of the June issue and August 1st provided the total he turns in is ten or more."

We accept this generous offer and the only condition we attach is that you note on any subscriptions turned in to compete for the prize that they are turned in by YOU as a part of the prize competition.

Well that brings us to the initiates, a particularly handsome group of nine novitiates—from Urbana, Illinois, Springfield, Missouri, Portland, Oregon, Columbus Ohio, Delaware, Ohio, Philadelphia, Pennsylvania, Cedar Rapids, Iowa, Wichita, Kansas, and Milwaukee, Wisconsin—showing a fine geographical distribution. Roll the drums! Dip the colors! Here they come!

No. 275 goes to E. W. Eubanks from Urbana, a member of the University of Illinois Employees Credit Union, responsible for the University of Illinois Faculty Credit Union, also of Urbana. No. 276 is assigned to Joseph S. Manion of Springfield, a member of the St. Louis Frisco Credit Union, responsible for the Frisco Men's and Girl's Credit Union. Our new National Director from Oregon, Hugh S. Stout of the Portland Teachers, celebrates his election to the National Board by presenting us with the Bridalveil Employees Credit Union of Bridalveil, Oregon. That brings us to No. 278. One, C. R. Brial of the Hocking Division C. & O. Railway Employees Credit Union of Columbus, organizer of the Columbus Scripps Howard Employees F. C. U. L. W. Ganschow of Columbus rates No. 279 with the Delaware Consumers Cooperative F. C. U.; he belongs to the Columbus Consumers Cooperative F. C. U. As for 280 (getting along towards 300) here we have Les Biederman of the Philadelphia Consumers Cooperative F. C. U., responsible for the Philadelphia Dye Works Employees F. C. U. F. W. Ely of the Wilson Cedar Rapids Employees Credit Union brought in the Cedar Rapids School Teachers and won No. 281, while another National Director, Clifford Van Sickle of Wichita (with lots of credit unions to his credit) is a member of the Wichita F. C. U. Credit Union. We end the book for June with Richard H. Zohm

of the V. A. F. Credit Union of Milwaukee responsible for a credit union at Helena, Montana, the Federal Employees F. C. U.

### The Wilson Sporting Goods Thanks the Nyco!

The Wilson Sporting Goods Credit Union wish to take this opportunity to thank the Nyco Credit Union for the welcome that was extended to the various members of the North and Northwest side credit unions at the organization meeting of a Chapter for this section of the city of Chicago on Friday, May 8th, 1936. The spirit of friendliness reigned supreme. It was a pleasure that we, the members of the Wilson Sporting Goods Credit Union, were included. An evening spent with such a fine group of ladies and gentlemen is something to be appreciated and long remembered.

### The Rains Descended and the Floods Came

(Continued from page 9, column 3)

previous approval. Even our bankers cooperated to the extent of accepting checks bearing only one signature.

Perhaps one of the most outstanding cases where our Credit Union rendered prompt assistance was in the case of a member who had just recently joined, having paid his entrance fee but had had no opportunity to make a payment on shares. He has been employed by the company for more than ten years, has an excellent record, is married and has two children. They were taken from the second story of their home at midnight in a boat and placed in one of the schools for temporary shelter. All they saved were the clothes they were wearing at the time. He needed assistance and needed it right away. Within fifteen minutes of the time he asked for it, he left with a loan of \$50.00 with the understanding that he would make arrangements to repay after the plant was re-opened and he was back on his job. This loan, made to this member to re-establish himself in a temporary home, gave him renewed courage to face the battle before him. He was so overcome by his emotions that he was unable to find words to express his gratitude—he did it with the look in his eyes.

It is now two months since this calamity occurred—our plant has re-opened and resumed business again, but it will be a long time before we can repair the damage done and get the mess thoroughly cleaned up, but even so we are all cheerful and happy about it and, as one wit said, "a hundred years from now we will have forgotten all about it."

The CUNA MUTUAL Budget plan not only eliminates time and labor but automatically covers EVERY loan, so there is no danger of overlooking the very loan that should have been covered.



## MORE ABOUT CHAPTERS

You may recall that in the May BRIDGE we suggested six typical credit union chapter meetings as follows: (1) one devoted to a discussion of the duties, etc., of the Board of Directors; (2) the second to the Credit Committee, with problems on a black board; (3) the third to an examination of the credit union law; (4) the fourth to an informative discussion participated in by representatives of the state and federal supervisory departments; (5) a meeting at which a new credit union is actually set up, and (6) a meeting to discuss the loan shark problem. See the May issue for details of these proposed programs and please remember that we are anxious to help in every way in the organization of Chapters—with programs, contact men, etc. We have word from the Federal Credit Union Section that there are now 116 chapters in active operation. It means a whole lot to effective credit union coordination that there should be a rapid increase in chapter organization.

We suggest the following additional topics which could easily be worked up into effective chapter meetings.

In this connection the accent is on "could be worked up"; the most important thing connected with the chapter is the preparation of the evening's program. There is no sense in a Chapter meeting unless the program of the meeting has been determined at least a month in advance and its successful execution has been turned over to a committee which will be prepared to give program direction. There should be lead speakers and there should be questions distributed in advance among members in attendance who will make use of the questions if the programs lag. There should be prompt opening and closing and there should be time for answering questions apart from the formal program, particularly the questions you will inevitably get from new credit unions. The objective should be to make each meeting so interesting that everyone in attendance will attend the next meeting and bring some other credit union members along.

### INSTALLMENT BUYING

One evening might well be given to a study of installment buying. Have the Committee make some study of the differences between the cash prices of standard things sold on time in the community, plus the cost of a credit union loan in the specific instances and the credit price of the same thing plus the carrying charge. Find out whether clothes sold on time have been marked up over the cash price in the store down the street. Make an arithmetical analysis of the cost of refrigeration, automobiles, radios and all the things credit union members buy on time so that actual savings can be clearly understood. Discuss security—the taking of chattel mortgages, etc. This is a subject of immediate interest and will use up lots more time than you will have available in a single evening if intelligently worked up beforehand.

### THE LEAGUE

What is the State League for? The leagues are doing good work and yet most credit unions do not understand what that work is. Invite the League to send a representative to a meeting to give you the League program; allow time for questions and there will be plenty of them. This should prove one of the most useful meetings of all.

### LOAN INTEREST RATES AND DIVIDENDS

This subject may well take one or two meetings. We have a maximum interest rate in our law. What interest rate should credit unions charge on loans. Should rates differ with various classifications on loans. Should time loans be made which do not require installment payments. What is a fair dividend. How is the dividend determined. Should a credit union have an undivided earnings account in addition to the reserve or guaranty fund required by law. Here is another valuable evening in which all credit union officers in your neighborhood will be interested.

### THE NATIONAL ASSOCIATION

Whether all of the credit unions in the chapter have membership in the State League (which means automatically membership in the National Association) they will be interested in the progress of the credit union movement in the United States. The credit union movement is developing rapidly. The National Association has a very definite, understandable program with which it is going forward steadily. Some of your members may have heard about it and some of them doubtless do not understand it at all. It will not be difficult for you, if you make arrangements far enough ahead, to have someone at the meeting who will tell you the national story, explain to your members just what the National Association is doing and just what it plans to do. It will be impossible for your members to have the knowledge they need of the place of the credit union in the national program unless they contact those who know. Come to this meeting and bring your questions with you.

### THE CUNA MUTUAL SOCIETY

Here is an interesting eleventh program. Prior to the organization of the Credit Union National Association borrowers protection insurance was being written at twice its present price. The Cuna Mutual will save credit union borrowers its first year over \$40,000. Find out what it is—how it works—whether or not it has anything of value for your credit union. Again if the program is arranged far enough in advance you can get through the State League a speaker from the Cuna Mutual. Come to the meeting—with plenty of practical questions.

### THE PARTY

The twelfth meeting might be entirely a social meeting. It might take the form of a party at which you could easily earn

enough money to pay the small expenses of the chapter (postage and preparation of notices mostly) for a year and have a swell time, with the whole credit union family in your vicinity given a chance to get acquainted.

The Committee on Chapters of the Credit Union National Association has completed its work and on application copies are available of the form of chapter organization which the Committee recommends. These copies are free and may be had by writing the Credit Union National Association, Raiffeisen House, Madison, Wisconsin.

### A Sample Chapter Notice

HERE is a sample Chapter meeting notice which indicates how the Kansas City Chapter arranges its meetings and calls them together.

May 15, 1936

KANSAS CITY CHAPTER  
Missouri Mutual Credit League

*Chapter Meeting—May 25, 1936*

The regular monthly meeting of the Kansas City Chapter will be held May 25th at the Hotel Baltimore. Dinner at 6:15 with the business session at 7:30.

The topic for discussion will be the SUPERVISORY COMMITTEE. The most successful credit unions are those operated by directors and committees thoroughly familiar with their duties and enthusiastic in their work. Therefore, this is your opportunity to gain additional knowledge and give the value of your experience to other treasurers. Frank Beatty, member of the Supervisory Committee of the Missouri State Credit Union, will outline the importance and duties of the Committee.

The St. Joseph Chapter has extended a most cordial invitation to the Kansas City Chapter to attend their meeting at the Robidoux Hotel, May 20th. Dinner will be served at the hotel at 6:30 at 50c per plate. If it is possible for you to go, please telephone the League office, VI 3723 and arrangements for transportation will be made.

We are trying to increase the BRIDGE subscription list to 30,000 in order to make more profitable advertising. Can you sell more in your credit union? Geo. S. Conover, chairman of the Bridge Committee, asks that you bring your subscriptions to this meeting.

Treasurers! Bring your SUPERVISORY COMMITTEES and make this a really worthwhile meeting. See that your Supervisory Committee is alive to its responsibilities.

Yours very truly,  
PROGRAM COMMITTEE  
Kansas City Chapter



ON THIS spot we seek to reproduce each month the picture of someone who, during the month has performed a most exceptional credit union service. There are many such services being rendered, but this month we have no difficulty in picking for Spot News of the Month, Herbert Walker of the Colts Patent Fire Arms Company of Hartford, Connecticut. The reason for this selection will be self evident if you will read the story contained herein elsewhere, entitled, "The Rains Descended and the Floods Came." Here is a credit union treasurer who is personnel officer in a plant which was so inundated by a flood that the water was up to the second tier of file drawers in his office, which office was on the second floor of the office building of his company.

On Thursday, March 19, the Connecticut River rose to the unprecedented height of 38½ feet at his plant. The credit union records were in a mess. Most of the credit union members were in process of being rescued, many of



them by boats from the second story of their homes. For four weeks it was impossible to get the credit committee together and yet this credit union carried on effectively from the very day of the flood, doing an extraordinary emergency job. I have known Mr. Walker for many years. For a long time he and I were pretty much the credit union movement in Connecticut. We tried every possible legitimate way to get a Connecticut credit union law enacted, and when the Federal bill was passed his credit union became Credit Union No. 1 in Connecticut. President of the Connecticut League, Mr. Walker has fought long and courageously for credit union ideals and to establish credit union service for his fellow citizens in that great industrial state. He typifies our industrial credit unions and the great service they render, and the editor of the BRIDGE is one to ask all of our million members to stand—stand right here and now let's give *three long cheers and a tiger for Herbert Walker of Connecticut!!!!*

## POEM OF THE MONTH

WE LIKE this little verse by Goldie Wreton Brown which we clipped from the Souvenir International Peace Program (see elsewhere in this issue). It probably refers to the town of Blaine, Washington, where is located the most northwestern credit union in the United States. We like the thought of our far flung credit union brotherhood, united and standing close together in spite of vast distances separating credit unions—close because of their intense common loyalty to a great ideal of credit union service. So let's all of us visit a bit together with our credit union folks in

### THE BORDER TOWN

By the Bay of Semiahmoo,  
On a site of past renown,  
By the tossing Georgian waters  
Stands the northern Border Town  
To the southward and the eastward  
Regal Baker, looking down,  
Towers, a sentinel, guarding  
That northern Boundary Town.  
To the northward and the westward,  
On the Dominion of the Crown,  
Stands a house of Indian worship  
Near that northern Border Town.  
To the westward at eventide,  
As the sun sinks, lowering down,  
It reflects a radiant beauty  
On that northern Boundary Town.  
Wild breakers roar, white crested,  
Yet none heed old Neptune's frown,  
For homes and happiness abound  
In that northern Border Town.

—GOLDIE WRESTON BROWN

### Something new under the sun

THE Illinois Credit Union League, our largest in point of credit union members represented, has issued a very attractive bound volume entitled "Proceedings Illinois Credit Union League Seventh Annual Meeting." This is an inspiring volume. It tells how our largest league is constantly forging ahead and of the complete unity and coordination of the credit union movement within this powerful organization. Here is an organization which completely represents the credit unions of the State. Every month it adds credit unions to the state credit union roster and units to the League.

It is managed by a splendid board of directors, representing all parts of the State and proves that a large organization can operate with complete harmony and unity of purpose. The credit union movement in Illinois and the Illinois Credit Union League are synonymous terms for the League is the credit union movement in Illinois. It is ably managed by Joseph S. DeRamus who, incidentally, is way out in front of his amazing 1935 record of 104 new credit unions in a single year. It is directed with great skill and ability by P. D. Holmes and has a particularly active and alert board of directors. Our hats are off again to the Illinois League. The League has a few copies of its report which it would be glad to supply to managing directors and officers of other leagues on application. The address is Illinois Credit Union League, 332 S. La Salle St., Chicago, Illinois.

### Here's Some More Saucy Questions?

Test out your general knowledge. I do it lots of times in other magazines and my average is always so low that I almost weep! You will find the answers to these ten teasers on page 31.

1. What two holidays are celebrated the world over? We start with an easy one!

2. Name the four greatest leaders in the credit union movement from the time of the inception of the credit union to date?

3. Where is Ulysses S. Grant buried and when was he buried there?

4. What and where is Liechtenstein?

5. Name the founders of two important religions (not Christian) and give the dates of birth of these founders?

6. What is the significance of August 11th?

7. What does June 14th signify. (That's another easy one).

8. What is the "pledge to the flag". (That's still another easy one or should be).

9. Who wrote the pledge to the flag? (Not so easy.)

10. What do you associated particularly with 1848 in Germany, 1900 in Quebec and 1909 in Massachusetts?



June, 1936

## The Battle of the Marne

(Continued from page 5, column 3)

I cannot think of France ever again being ravaged by an invading foe. I cannot think of these beautiful golden fields torn again asunder and watered with the blood of men dying in defense of their country and for the freedom they hold dear. I cannot think of artillery fire tearing into the greensward that covers this last, beautiful resting place of soldiers of America. I cannot think that these marble crosses of the dear Jesus will some day be trampled under foot as onrushing hordes seek again to beat their cruel way to Paris. If the invader sets foot in this cemetery, where our boys lie, he invades the sacred soil of America.

It must be—it has got to be—that we work out some way whereby this bitter tragedy may be forever averted.

At the Superintendent's house we had a real glass of water, for he is proud of the fact that he has a well, and after a chat with him, we took to the road again, this time to stop for a few moments in the town square at Chateau Thierry, most remarkable right now because it is all dressed up with a brand new bridge and a new court house, a new theatre, a new Hotel deVille and so many new buildings that it has quite the appearance of a model village.

By this time we were two hours late and we rode home without further stops—along the winding river valley so beautiful that we no longer wonder that Americans, who have lived long in France, love this country so.

The children saw many things this interesting day which I failed to see. "In one town," writes Dot, "called Lucy, there was a clock in a church ruin which stopped at 2:15." "Today," says Bud, "we went to the battlefields . . . the little villages are just like pictures I've seen . . . as you pass through a street you see an old donkey cart and many other methods of travel not used in America . . . and little gardens well kept . . . we got much of a story of the war in a country that's now so grown over you couldn't tell there had been a war."

At the end of the day I was convinced that one would have to go to Verdun and the trench sectors to get a real idea of the war and the way it was fought. The trip we took simply again brought home to us what a lovely land is France and how much of it is now as sacred to England and to America as it is to France, and how certain it must be that this fair countryside shall never again be torn asunder by men fighting to the death, on the one side that they may step hostile foot in Paris, and on the other that France may remain France, free and inviolate. There must be somewhere within the ken of human understanding some way out of the inevitable suicide which alone can be our portion if we cannot curb the ambitions and lust for power and will to go forward at any cost which, in the World War, cost thirty-seven million casualties before the invader would turn his back on France—this lovely, lovely land all blackened then and torn and bleeding and desolate but unconquered.

## 50,000 OR BUST

HERE is a simple problem and we want *you* to work it out for us. It involves the future of the BRIDGE. We believe from much study that with 50,000 subscriptions we can get substantial advertising. We believe that with 50,000 and substantial advertising three things will happen: First—we shall be out of the red for good; Second—we shall be able to employ what personnel is needed to make the BRIDGE what it should be; and Third—we shall show a profit, every cent of which will return to the State Leagues for their support. It will take a year from the time we have the 50,000 to make this third objective, but that is not a long time and we shall be developing a substantial and increasing source of eventual revenue for the leagues and for the National Association.

Why am I so sure of that?

We have over a million, one hundred thousand credit union members—prospective readers of the BRIDGE.

They are the normal buyers of the things American industry and American farms produce; the BRIDGE, therefore, with 50,000 subscribers, is an A No. 1 advertising medium.

Other folks have done it who are no smarter than we are; the Nations Business, organ of the Chamber of Commerce of the United States has 275,000 subscribers and almost as much advertising as reading matter.

We have 116 Chapters and 36 leagues and 5,000 credit unions. And we shall have 50,000 subscribers as soon as we have an average of six (6) more from every credit union. Some credit unions can do infinitely better than that. And we are organizing over 175 new credit unions a month and the credit union membership increases with over 8,000 prospective new BRIDGE readers per month. Think of it!

You and I are vitally interested in the credit union movement. IN THE BRIDGE WE HAVE OUR GREATEST ASSET.

It is for the best interests of every State League Managing Director, each Chapter President, each credit union director and committee member—to get the BRIDGE to a revenue producing spot at the earliest possible time.

It is the part of the most enlightened self interest for you to act the part of a real partner with me in order to get the 50,000 subscribers we need. Don't leave it to the other feller! Don't let others pull the heavy oar that carries the boat along! Make this job—your job!!

If you are a State League Managing Director—take the responsibility of getting every credit union in your State to give us the maximum number of subscriptions during the summer months. It is for your most enlightened self interest so to do.

If you are a credit union member get us as many subscriptions from your credit union (additional to the splendid contribution you have made) with a minimum of six. Here is the blank; DO IT NOW during the summer months when the balance of our program slows down:

To the BRIDGE:

Raiffeisen House, Madison, Wisconsin

I want the BRIDGE! Herewith I enclose one dollar which is my toll charge entitling me to twelve issues.

Name.....

Address (Street).....

(City)..... (State).....

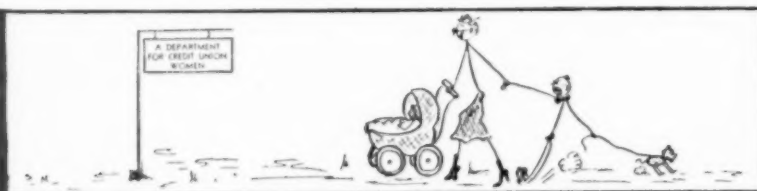
Or if you have five subscriptions (whereupon the toll is reduced to fifty cents each) or you want it sent to your board, committees, etc., use this one:

We want the BRIDGE! We enclose toll at the rate of fifty cents each for which send it to the following for one year beginning.....

Name	Address (Street)	(City)	(State)
1.....			
2.....			
3.....			
4.....			
5.....			
6.....			
7.....			
8.....			
9.....			
10.....			

ON TO 50,000! Keep Shouting it with SUBSCRIPTIONS!

# Howdy Gals



SINCE we're not only "knee-deep in June" but practically up to our waists in it, a June-bride story should be a good bet to start off with . . . and the June bride in the story is Mrs. Adamson Hoebel, wife of Professor Hoebel of the sociology and anthropology department at New York university, who was Frances Gore of Kansas before her June wedding.

The story really isn't about the June bride, either, come to think of it, but about the engagement ring which June-Bride Frances Gore Hoebel received from her June-Groom Adamson.

The ring, which is the purest gold possible to use, was hand made at Tiffany's in New York, but the stone, instead of being the conventional diamond, is a small pebble from the shores of a little lake which they both love.

The couple grew up living fairly near to each other, then they went to the same college, on the shore of a lake, and there, where their romance blossomed, they spent many happy hours together . . . canoeing and swimming in summer, skating and ice-boating in winter.

When they became engaged and wanted a real token of those hours to bind their vow, they decided upon a stone from the shore of their lake.

One afternoon they went to their favorite bit of beach and each searched out the dozen or so pebbles which they thought the loveliest. Then began a process of elimination until each had chosen the very loveliest from his-her collection. Over these two pebbles they held a consultation until they agreed which of the two was the one.

The chosen stone was smooth and round and a rich reddish brown. It was taken to New York City and mounted in hand-chased gold, a circlet of miniature leaves binding it to the ring, with the same care lavished upon the most precious jewel . . . and today Mrs. Hoebel, erstwhile June bride, in her New York City apartment, can recall the whole of her happy courtship simply by glancing at the third finger of her left hand.

I'VE BEEN having a few adventures in eating since last you heard from me. I was introduced to a couple of Swiss dishes which would make even a gourmet sit up and take notice . . . genuine Swiss dishes prepared in this country by American-Swiss exactly as they were in the old country.

First, there's kalberwurst . . . a mixture of fresh veal, crackers, and cream, ground together finely and fried with halves of onions. And second there is the delightful Swiss custom of serving stewed, dried fruits, such as prunes and apricots, with their meats.

And the last adventure in cookery was a discovery that I made myself . . . that

fresh mint sauce (made with mint from your own garden and fresh cider vinegar, or by your own recipe) is simply luscious on cooked carrots . . . and makes an epic instead of an epidemic of the fresh-carrots-from-the-garden season which is just coming on . . . try it on your family and see!

THE Boss said he liked the idea of the travel suggestions last month and that I might stick in a few more this time if I wanted so how would you like to hear a little bit about Wisconsin? Even if I didn't live in Wisconsin and even if Raiffeison house wasn't located in Wisconsin . . . it would still be the grandest place in the world for a summer vacation. Someone (probably some high-priced, high-powered publicity fellow) once said that "Wisconsin is where winter spreads the summer," so if its a cool vacation you're looking for, why not give it a try? Then, too, Wisconsin is a place that you can reach easily from almost any part of the country. No matter where you live, north, east, south,



or west, there are dozens of good, paved roads which will get you to Wisconsin in a jiffy in your little car, and as inexpensively as anywhere!

Just listening to some of the slogans of Wisconsin make your foot itch to get going: "Follow the birds to Vacation Land" . . . "Wise old wild fowl make Wisconsin their summer home . . . why not you?" . . . "A vacationist's paradise . . . within easy reach of your own door!"

And what a variety of things there are to do in Wisconsin. Listen again to what the boys who know say: "Come to Wisconsin and see the world! There is a little bit of all the world in Wisconsin. Cities as modern as tomorrow . . . pathless forests of the far frontiers . . . rivers that rival the Rhine in beauty . . . Alpine meadow lands . . . rugged, rocky crags and buttes of the mountain regions . . . an inland ocean on the east . . . Maine-like coastline of Lake Superior, Father of Waters on the west . . . the Apostle Islands, comparable to Japan's famous Matsushima . . . footprints of the glaciers . . . a lake region—literally thousands of lakes—such as no other section of the world can boast."

Doesn't it positively make you want to pack up and start now? And suppose you do start . . . what should you see? Well, if you come now, or very soon, you may still be able to see the apple orchards of the Kickapoo valley or the cherry or-

chards of Door county in bloom. No matter when you come, you can drive through Madison, see the world-famous Dells at Kilbourn, 54 miles north of Madison, and then go on into the north woods to fish or swim or just relax.



Wisconsin State Capitol

At Madison you should see the capitol building, said to be the eighth most beautiful building in the world . . . really a beautiful thing of marble and glass mosaic and gold leaf, and drive through the university campus, rivalled in beauty by no other in the country unless it be that of the University of Southern California, and see a sunset over Lake Mendota . . . from the curve of the road near the Blackhawk country club if possible. I haven't seen the whole world by any means, but I'm willing to bet, any time, any one, my newest bonnet against theirs, that there isn't another spot in the world more breath-taking, more unbelievably beautiful than that!

The curve of the road is high above the lake, so that you look down across the golf course at the sky . . . the sky that may be flaming red or softest rose or mauve streaked with delicate pink, or pink and blue in fan-shaped rays. Below the sky is a purple line of trees . . . the distant shore of the lake . . . and below the trees is the graceful curve of the bay . . . a bay where the water is always placid, always calm and still as glass as though it dared not breathe for fear its ruffled surface could not mirror the beauties overhead.

There are many other beautiful spots in Madison, of course, but that is my favorite.

Just 54 miles southwest of Madison is Mineral Point, the center of the old Cornish lead mining district, as picturesque and interesting a spot as you'll find in this country. Some of the old mines thereabouts are still being worked, and two young men, Robert Neal and Edgar



Hellum, have joined their efforts to preserve a tiny settlement of the old Cornish miner's stone houses. They have purchased three of them, on Shakerag street (so-called because the mines were located on a hill beside the street and the miner's homes on the other side of the street and when dinner was ready the women would step



to their front doors, shake a rag, and their miners would come running) and are restoring them. One of the houses is already restored and there you can have a treat which you can find no other place in this whole country, so far as I know . . . Cornish pastys, clotted cream, and citron and plum preserves!

Going north 54 miles you'll come to the Dells . . . those famous and mysterious formations of rock along the Wisconsin river. You can take a boat trip lasting three hours and see them, or you can stop over at the head of the Dells for half a day and see one of the colorful, primitive Indian pageants which the real Indians of Wisconsin still stage.

Farther north you can choose any one of thousands of lakes, hundreds of delightful resorts, or myriads of isolated, secluded spots in which to spend the rest of your two weeks. You can fish for muskellunge, bass, wall eyed pike, northern pike, trout and pan fish. You can see wild life at its most interesting and beautiful state, young doe which are tame enough to eat from your hand, flocks of gorgeous ring-necked pheasants, porcupines, beavers, and dozens of other animals and fowls which are semi-tame because of the protection they are given by the state.



Big Manitou Falls

And the water-wonders! Big Manitou falls in Pattison State park is 165 feet high, rushing down a rocky cliff in the most primitive forest. The Dalles of the St. Croix Interstate Park are as fascinating

and lovely as the Kilbourn Dells, and the sand dunes in Door county often rise to a height of a hundred feet.



I DON'T know just what started me thinking about Mrs. Spoon and her twelve little Spoons, but I have been, almost ever since I started writing this page. It may have been the combination of feeling over-worked and writing about all those good things to eat at the beginning of the page. Those two things certainly *should* bring on memories of Mrs. Spoon because those are my two most outstanding memories of her: the way she could work and the luscious things she always gave us to eat when we went there.

Mrs. Spoon lives on a farm in Oklahoma now, and all of her dozen little Spoons are grown up, but when I knew her she lived on a small, rocky farm in the Ozarks of Arkansas, near Cedar Glades. Father Spoon was a farmer, of course, but he had a hard time wrestling a living for Mrs. Spoon and the twelve little Spoons out of the barren, sun-baked land they owned. Cotton was about the only thing which grew easily . . . but it's Mrs. Spoon I wanted to tell you about.

Mrs. Spoon was born with only one arm . . . her left one. The right arm was only a stump about four inches long . . . but the work that woman could get through in a day made us gasp and my mother always said it was a tonic to go and visit her. Because she'd never had but one arm, she didn't miss the other, of course, and she could do everything any other woman could. She did all of the sewing for her family making the dresses for her girls and the shirts for her boys. When she swept the floor she held one end of the broom under the stump and worked it with the other hand. When she sliced bread she held the handle of the knife under the stump and the loaf of bread in the other hand and sliced it off against the edge of the knife faster than anyone else I ever saw. For meat, she did it differently. I have seen her take up a whole ham, catch the end of it under the stump of her right arm, which seemed to be marvelously developed in strength, and slice away with the knife in her left hand until she had cut off enough for her whole family and perhaps a batch of company.

She could even thread a needle. She would stick the needle upright in the sleeve of her stump-arm, take the thread in her left hand, and put it through the eye in a jiffy.

And the meals that woman could prepare out of nothing! I have eaten at Kerhulu's in Quebec, said to be the finest French restaurant on this continent, and at the Bellevue-Stratford in Philadelphia, where Oscar, probably the world's most famous chef, first held forth, and at the best places in Chicago . . . but no meal I ever ate at those places could compare with one at Mrs. Spoon's house. House? Yes, the Spoons did live in a house, but a very small, poor, makeshift house. There were two rooms on the first floor, the kitchen and dining room combination, and

the "front" room, which was living room and bedroom, and then the "loft," which was reached by a ladder, where most of the children slept on straw "pallets" on the floor.

The house was boards, of course, and you could sling a cat through the cracks between them. At night, as we lay on the floor to sleep, we could count the stars through the cracks in the roof. But it was about one of Mrs. Spoon's meals that I wanted to tell you.

The Spoons, like all of the hill people around there, had very little to "do" with, but they made the most of what they had. One time, for instance, we had fried young squirrel which one of her boys had gone hunting for. Each piece was only a bite, but it was fried crisp and golden brown in "drippings". With it we had 'taters, mashed and young mustard and turnip greens mixed, both from their garden, and cornbread made with yellow cornmeal ground at the mill up the river . . . and if there's anything more delicious, more appetizing, more fragrant than turnip greens and yellow-meal cornbread, I have yet to find it.

For dessert we had a huckleberry cobbler three inches thick! The girls had picked the huckleberries that morning, walking barefooted through the underbrush along the river, and they were big as marbles and spicy and flavorsome, like no huckleberries anyone ever saw in the city. And on top of the cobbler, thick yellow cream from their jersey cow.

I used to feel sorry for Mrs. Spoon, with her one poor arm and her tiny, bare house, and her big family to work for, and no city conveniences, and no nearby store to run to when she wanted something for dinner. But now I don't. I envy her. She worked so hard, rest was sweet to her at night. Her dozen little Spoons grew up to be strong, healthy, self-reliant men and women. Their meals were finer than any they could have had out in the world, and their memories now must be more beautiful.

Yes, I envy Mrs. Spoon, and I don't feel so over-worked as I did a few minutes ago. And I *do* wish I could run off there, down in the Arkansas Ozarks, this very day, and sit at her crowded kitchen table and have fried young squirrel and turnip greens again! Yours for more Mrs. Spoons!

Bridget Burns

P. S. If some of you gals don't come through soon with some letters telling me some stories of interesting women in your towns, or of interesting things women have done or are doing, I'm going to set up a roar like a wounded bull and you'll hear me clear over there, North Carolina . . . and way out there, California!

Or . . . write and say you like the page or you *don't* like it! I don't care *what* you say . . . but write something! Just don't sit there and be so quiet. It's getting in my hair!

June, 1936

## Cuna Mutual Notes

by EARL RENTFRO

Several losses of a few dollars each have prompted Mr. W. C. Wrath, Treasurer, Tractor Works Credit Union of Chicago and Director of the Illinois Credit Union League, to suggest a simpler and more convenient form of death certificate. It appears that in some localities almost a half day's time is used up in obtaining an official Death Certificate from Bureaus of Vital Statistics for which a fee of 50c is paid along with the probability that the credit union treasurer is out the expense of gasoline and parking.

There is no doubt that the credit union treasurer knows of a death of a member as soon as anyone else, and is in a good position to offer sufficient supporting evidence.

A death certificate form has therefore been drawn up, to be used in connection with claims amounting to \$50 or less, that can be prepared within the credit union office.

We are grateful to Mr. Wrath for his suggestion, which, we believe, is not only going to save all of us time and effort but some expense.

Thanks to the fine cooperation of credit union officers in preparing complete information and details in regard to claims, the CUNA Mutual Society has been able to maintain a record for quick payment of credit union losses. We know our efforts are appreciated just the same as we appreciate the cooperation of our members.

The general adoption of the Budget or monthly payment plan for loan protection indicates its popularity. Two months ago, two dozen credit unions were carrying on experiments with this new idea but today, one-sixth of the total membership of the CUNA Mutual Society have adopted it. By the end of this year we predict the Budget plan will be used by 50 per cent of the members with 75 per cent of the entire coverage.

Being keenly aware of Credit Union operating problems, the CUNA Mutual Society is continually lopping off excess overhead and working out short cuts which can only mean lower rates in a system that defies competition.

Our hats are off to the credit unions that have produced this great service institution which can only be eclipsed by the service rendered by indefatigable credit unions themselves.

"The Ace" for May, edited and circulated for his members by Treasurer C. O. Alexander, Ames (Iowa), City Emp., says:

"At the April Board meeting the treasurer was authorized to enter into a new contract with the CUNA Mutual Society, whereby ALL loans of ALL borrowers will be insured month by month, the cost to be paid by the credit union.

"This is just another service that we are able to give you through the efforts of the National Association.

"If you are planning on buying on the installment plan, see if this service is included in your contract!"

"It won't be, only credit unions offer it."

Sixteen claims were filed and promptly paid last month, and we have received as many fine letters of appreciation.

Mr. F. H. Fredeman, President, Veterans Administration Emp. Credit Union, Little Rock, Arkansas, says:

"This will acknowledge receipt of check No. 321 in our favor, which takes care of the outstanding loan of . . . . ., deceased.

"The service of CUNA was indeed prompt, payment made within a few days after receipt of the death certificate, and the money paid to this credit union without any quibbling."

## The Admiral takes to his Element

THE Admiral of Cuna (Earl Rentfro in private life the genial manager of the Cuna Mutual Society) has a ship—not quite as large as the Queen Mary but almost! We reproduce it herewith, on a trial spin one Sunday recently on the fair



bosom of Lake Mendota. The Admiral is a natural born sailor, having been born and brought up within sight of the bounding main—at Kansas City. He learned his sailing in a correspondence school and graduated with high honors.

But Lake Mendota is tricky! One minute it is smooth as the proverbial mill pond and the next—the waves are beating up against our back yard and the old Lake is acting like the Atlantic Ocean. The Admiral had to learn this by hard experience and on the Sunday of the trial trip he cleated his sheet (nautical term, he tied the rope which is attached to the end of the main boom). This he shouldn't



have done, but—alas—he never got the sheet-handling course in the school. Up comes a heap big wind and over goes the ship and here is the Admiral trying to climb onto the bottom of his ship without losing his hat!

This story may seem all wet to Cuna Mutual users but—it was lots wetter for the Admiral.

Moral—don't cleat the sheet!!!!

## Joke of the Month



The Joke of the month is to be found in the fact that we are almost discontinuing this department! We credit union fellers are too serious to know any jokes. We never read the funny papers! We never get to meetings where funny stories are told! Mother never tells us any that she got at the Bridge Club and we never tell her any that we picked up at the Elks! We never listen in on the radio and when we do why we weep if any feller pulls a joke, and then resolutely turn the darn thing off! We are so engrossed in our accounts—the balancing of our assets and our liabilities—our worries over this and that—that we never smile! Oh boy, but we're a sober lot! And even the offer of a grand five dollar cash money prize for the best joke of the month doesn't tempt us. If we know any jokes—by gosh, we're goin' t'keep 'em to ourselves or bust.

Well—well, and a coupla well-wells! What shall the harried editor of the BRIDGE do about that? I feel like the tired husband whose wife informed him at the end of a hard day "Honey—I hardly know how to tell you—but we shall soon have a third in our little home!" "Heavens above, darling" he ejaculated, turning pale, "are you sure, dear?" "Positive," she replied. "I have just received a letter from mother and she is arriving tonight."

And there is the old Scotch joke about the workman who inquired if his new job was near the town clock, and, finding that it was, let his watch run down, and the other one, also about Mac Andrew: "I'm going to buy a new car," he told MacLocklin, "what kind?" asks Mac, "All that I can a Ford," he responds. "Nothin' funny in those jokes, but there must be some jokes some place round about."

It's summer—say boys and gals—give us a break! Please—just one, teeny, weeny joke for July! Wot say? I'm still offering the five spot for one more month and you can buy a lot of fire crackers with a five spot!

## Calling All Teachers!

Are you going to the National Education Association meeting at Portland, Oregon, in June? If you are, please note the following wire received from National Director Hugh G. Stout of the Portland Teachers Credit Union, 307 Studio Building, Portland, Oregon. Don't forget to register. This credit union is a very outstanding credit union of teachers and Mr. Stout is outstanding in the credit union movement in Oregon.

Here is Mr. Stout's wire!

**WESTERN UNION**

RECEIVED AT

1220 N. W. PORTLAND ORE 25

ROY F. BERGENSON, CREDIT UNION NATIONAL ASSOCIATION

RAIFFERSEN HOUSE PORTLAND 4254

PLEASE PLACE AN ANNOUNCEMENT IN JUNE BRIDGE THAT ALL MEMBERS OF TEACHERS CREDIT UNIONS ARE URGED AND INVITED TO ATTEND A MEETING OF THEIR GROUP

THURSDAY JUNE THIRTY THREE PLANNING TO COME TO MEA

ASKED TO REGISTER BY LETTER AT THREE NAUGHT

TEVEN STUDIO BUILDING

HUGH G. STOUT.



June, 1936



STEADILY the monthly figure of new Federal charters granted mounts higher. May saw the issuing of more new charters than any previous month, the total when all returns were in standing at 118. This was a small increase over the previous high mark of 111, achieved in March and again in April of this year. Twenty-seven states and the District of Columbia are represented in the May list.

The first Federal charter was granted on October 1, 1934, to the local government employees in Texarkana, Texas. On May 29, 1936, charter No. 1,436 went to the members of Consumers Cooperative Services in the Hyde Park area of Chicago, and represented, very temporarily, the other end of the procession. All the states of the Union but two have a place in the procession, and during May an application for a charter was received from a group in one of those two remaining states.

Many times the question is asked, "What classes of wage and salary earners have shown greatest interest in credit unions, judging from the number of such bodies now operating in their midst?"

The question is not easy to answer statistically, but perhaps the records of Federal credit unions present the clearest picture. It may also be taken as a picture of American credit unions in general, since the Federal list covers the whole country. In the May *Cooperative Saving* the list of Federal credit unions chartered through April 15, 1936, is broken down into groups classified according to type of association. This shows that the general impression that most credit unions have employment as their common bond of membership is quite correct. Fully 90 per cent of the 1,251 Federal credit unions in the list had such a basis of association. But the further impression commonly current with those interested in the subject, namely, that the great majority of credit unions are organized among industrial employees, is not borne out by the record, unless the term "industrial" is interpreted as covering such enterprises as department stores, railroads, printing and publishing plants, etc., as well as factories. While "manufacturing" leads all other groups in number of credit unions it accounts for only 18 per cent of the total. Workers in oil wells, oil refineries, and commercial units handling gasoline and oil, have taken readily to the credit union idea, and more than 10 per cent of all Federal credit unions serve groups of oil workers. Federal government employees are second only to manufacturing groups while teachers, public utility workers, employees of food-processing plants, and workers in stores are

about on a par, each type representing 5 to 8 per cent of the total.

Those who keep posted on credit union developments know of the good work being done by various so-called "central" credit unions. Membership in these associations is confined almost entirely to officers and committeemen of other credit unions, who under the law can not borrow from their own organizations. Two such central credit unions are now operating under Federal charter. On March 31 the Ladeo Federal Credit Union, in Los Angeles, was authorized to begin business and in April it was followed by the Washington Central Federal Credit Union, of Washington, D. C. Both report a flourishing start, and both have plenty of room to expand, as the present field in each case includes about 800 potential members.

The Ladeo Federal Credit Union ("Ladeo" is short for Los Angeles directors, committeemen, and officers) is trying out a plan for handling its business by mail, as it has no central office. Blanks for loan applications are sent to members on request, and when the blank is filled in and returned the applicant also sends with it a note form with only the amount and the signatures of applicant and co-makers filled in. The date, number, date

of payments, and amount of payments are left to be filled in from the loan application. This application also must carry answers to all questions asked and must bear the signatures of a majority of the credit committee of the applicant's credit union. The arrangement is calculated to save several days' time in concluding a loan.

The unit of the Federal government of which the Credit Union Section is a part, the Farm Credit Administration, has been having a birthday. It was three years old on May 27, 1936. The only celebration was a radio address by Governor W. I. Myers in which he reviewed the great accomplishments of the F.C.A. in putting the farmers of the nation on a better financial basis. He told how the government had extended its aid in three directions, by refinancing farm mortgages, by setting up production credit associations, and by creating a system of banks for cooperatives. In carrying out its refinancing program the twelve land banks of the F.C.A. system in three years have disbursed over two billion dollars and have been called upon to review applications for aid from nearly one-half of all the mortgaged farms in the United States. The Governor estimated that through this refinancing more than 850,000 farmers will this year save some 69 million dollars in lower interest rates alone.

The Farm Credit Administration is the big cooperative unit of the Federal government (hence the inclusion within it of the Credit Union Section), and its fine record is not only an evidence of high administrative skill but also a shining example of how well the cooperative principle works when intelligently applied.

#### Office Staff, Credit Union Section, Farm Credit Administration, Washington, D. C.



First Row—Miss M. Claire Deckenbach, Miss Helen M. Foley, Miss Betty Gorman, Mrs. Mildred Walker, Mrs. Marie Harris, Mrs. Vida K. Moriarty, Mrs. Julia M. Cornett, Miss Amy L. Dorf.  
Second Row—Miss Helen A. Olson, Miss Audrey E. Golden, Mr. James A. Dacus, Miss Evelyn Speer, Mr. Walter E. Lewis, Miss M. C. Talbot, Mr. James L. Hall, Miss Mignon Lunquest.  
Third Row—Mr. Joseph A. Jordan, Mr. James M. Zeb, Mr. Joseph G. Riddle, Mr. F. O. Billings, Mr. Otto Wilson, Mr. C. R. Orchard (Director), Mr. W. E. Allen.  
Not in Picture: Miss Meta E. Griffin, Miss Lydia Wilson and Mr. Ernest L. Hoge.

## A Little Man With BIG NEWS!

The success and permanency of the BRIDGE (official organ of the credit union movement of the United States) depends on (1) SUBSCRIPTIONS FROM YOUR CREDIT UNION (at fifty cents per, in lots of five or more) and (2) ADVERTISING. Therefore you are serving yourself and the credit union movement by DOING BUSINESS WITH BRIDGE ADVERTISERS! Mention the BRIDGE when so doing!

Here's a nice statement from F. M. Boon, treasurer of the Huntington Postal Credit Union (of Huntington, West Virginia) showing assets of \$21,022 and \$20,303 loaned out. That's the way to run a credit union!

A swell leaflet entitled, "Credit Union Loans" by James L. Jones issued by the Detroit Federal Credit Union. They have a new seal which is very fine indeed.

Noted: Lewis Armento's fine credit union page in the State Employee and the rapid development of credit unions of New York State employees under his leadership.

Bookkeeping is not supposed to be a very thrilling subject but reports from the field indicate that the new accounting manual for Federal credit unions is being read with avid interest.

The new revised and enlarged edition of this valuable work was sent out to the treasurers of all Federal credit unions early in March. It has already erased many a frown of perplexity from the brows of new treasurers and is destined to be a great help in time of trouble to many hundreds of others. Together with a small introductory booklet containing a sort of kindergarten course for the treasurer, which is sent along with each new charter, the new accounting manual, supplied to each newly elected treasurer after the Federal credit union is organized, should solve all bookkeeping problems for that officer. A thorough index and cross-index and a section of sample account pages and exhibits are two of the most popular features of the manual.

### The Code

WE are in process of getting the material for a printed code of ethical practices for credit unions. You will recall the request for contributions in the March BRIDGE. We only received one but it is a good one and will start some of the others of you thinking about what our ethical code should be. Benjamin E. Lingar of the Mead (Kingsport) Corporation Credit Union starts the ball rolling with these suggestions for the Code. Your turn next! Send your contribution in; we shall be glad to get it.

"A Credit Union will advertise only in a dignified manner, being careful to avoid misleading statements. It will regard as confidential any information obtained by it as to the business affairs of



its members. It will carry on its work in a spirit of fairness and fidelity to stockholders and devotion to high ideals of courtesy and honor and, finally, it will refrain from associating itself with any enterprise of a questionable character, from using any improper or unethical methods to solicit members and will decline to pay or to accept commissions for such patronage."

Thanks, Mr. Lingar!

### What Does CUNA Mean?

We know what CUNA is beginning to mean to us but we didn't know until the other day that CUNA is an actual word. Mr. George L. Cantzlaar of the Utica State Hospital Federal Credit Union writes, "The word 'CUNA' is a Spanish word. It is the word for 'cradle.' I thought you might do something with this 'cradle of thrift and cooperative enterprise'. Thanks for that very fine suggestion; you'll find that popping up in an editorial before long."

### Hot Dope from Washington

Yes, indeed, ladies and gentlemen, the credit union movement is coming along fine in Washington, thank you! We have just received the annual report of the State Banking Department, showing an increase in credit union assets during 1934 of from \$187,111 to \$297,584 (first six months) and then to \$359,989 the second six months, an almost 100% increase. The membership jumped from 5,733 to 7,879. Oh yes—we are moving along in Washington.

We were glad to get a copy of the annual report of the Illinois Central Credit Union at Vicksburg, Mississippi.

We have at hand a very fine credit union handbook, called just that "A Credit Union Handbook" issued by the Asso-

ciated Kemba Credit Union. It carries the very pointed slogan: "A loan is seldom the solution of the problem of an unbalanced family or personal budget". We like this particularly: "Every possible effort should be made to extend the benefits of the credit union. Every one has contacts with employees of other organizations and often with the officials of other industrial or social groups. Through these individuals, every Board should attempt definitely to bring about the organization of at least one credit union each year, and as many more as possible." That's the right credit union spirit.

And while we are about it let us remind you that there are 36 state leagues of credit unions with personnel waiting to cooperate with you. Contact Raiffeisen House, Madison, Wisconsin, to establish contact. No charge is made for any services rendered to you either way. We are all in the business of enlarging and carrying forward the credit union movement as a disinterested public service.

If you do not receive Cooperative Savings, the publication of the Federal Credit Union Section we strongly advise that you contact Mr. Orchard at the Credit Union Section, F. C. A., Washington, D. C. It's fine and comes every month as a great and very inspiring stimulant to all of us who are trying to get on with the credit union job. In one Western Electric Employees Credit Union in order to facilitate the proper making out of membership applications the Treasurer of the credit union had a very much enlarged reproduction of the membership card properly filled in made and posted on various bulletin boards. It helped very materially. This credit union is potentially one of the largest in the United States. It is located at Kearney, N. J.



## Special Notice---Price Reduction

### Cuna Saves Credit Unions Another \$10,000

THIS notice is of particular interest to (1) all State Credit Union Leagues which are affiliated with CUNA; (2) all credit unions which are affiliated with State Leagues which are affiliated with CUNA; (3) all credit unions in states which have no state leagues affiliated, which credit unions have direct affiliation with CUNA.

Effective July 1 there will be a reduction of 10% in the price of bookkeeping forms (1) to state leagues affiliated handling forms; (2) to credit unions affiliated with state leagues which are a part of CUNA but which leagues do not handle forms; and (3) to all credit unions directly affiliated with CUNA.

On the basis of present business this will accomplish during the next twelve months, another saving of at least \$10,000 to credit union leagues and to credit unions affiliated.

Further—the printing and supply department of the Credit Union National Association has been organized as a cooperative society under the Wisconsin law for cooperatives, with the State Leagues as members. Whatever net surplus remains at the end of the fiscal year of this cooperative will be distributed to the State Leagues which have membership in it as a patronage dividend based on sales in any given state. The name of the new cooperative is the CUNA Supply Cooperative, which now takes its place in service beside the CUNA Mutual Society.

In this fashion all of the earnings of this department will revert directly or indirectly to the affiliated state leagues and to the credit unions.

#### HISTORY

The Credit Union National Extension Bureau (in charge of credit union direction prior to 1934 and financed as a disinterested public service by Edward A. Filene from 1921 to that date) appreciated some years ago that the printing and distribution of supplies should be a function eventually of the Credit Union National Association when organized. Mr. Bergengren and Miss Gartland borrowed \$4,000 to start the department. The first months the sales totalled \$250. The business grew with increasing numbers of credit unions. The loan was repaid. At first all forms were jobbed. Next one small machine was installed and a small proportion of the forms were printed at the Bureau office. When the Credit Union National Association was organized and opened its office in Madison, Wisconsin, on September 1st, 1935, this had become an appreciable business and a valuable asset of the National Association, a gift to it from the Bureau. Most recently the entire basement floor of Raiffeisen House has been rebuilt at considerable expense and equipped with an efficient production and distribution department. New machinery has been installed until all told we have machinery valued at \$5,700 on

which the department now owes \$1,700. Mr. B. F. Beales, a man experienced both in the management of this sort of business and of a credit union, is now in charge of the department. The business has increased to total monthly billings of \$8,500. A Committee authorized by the National Board is at work on the whole problem of pricing and distributing forms and its first recommendation has resulted in the above price cut. This Committee has just started its work and will completely readjust the methods of conducting this important department. Meantime it has been incorporated as a Wisconsin cooperative society under the title, the CUNA Supply Cooperative, which has the following Board and Officers: President, J. C. Howell (Michigan); Vice-President and General Manager, Roy F. Bergengren; Secretary, B. F. Beales; Treasurer, Agnes C. Gartland; Board members: C. O. Skorstad (Minnesota), Garfield Seibert (Ky.), Clifford Van Sickle (Kansas), Thomas W. Doig (Wis.), and James E. Moran (Connecticut).

This Department has the handicap of operating with too little capital in proportion to its bills payable, and to make these reductions possible and to assure adequate and appreciable patronage dividends to the State Leagues it will be necessary to make all bills henceforth payable 30 days net and it will also be of great assistance if all credit unions and affiliated state leagues will make every effort to keep this, their business, amply supplied with working funds by making prompt payment of all outstanding accounts so that the CUNA Supply Cooperative may start July 1st with ample working funds in order to increase its service. Shortly we should announce broad plans for caring for incidental credit union individual printing through this department and the organization of a central purchasing department (delayed because of the pressure of other and more important matters) which will assure to all credit unions the maximum trade discounts on everything they purchase—typewriters, adding machines, etc.

**WE ARE PROUD TO INTRODUCE TO YOU—THE CUNA SUPPLY CO-OPERATIVE**—another service foreseen years ago as a possibility and now coming to fruition.

It should also be remembered that before the price reduction the department was doing a fine service, enabling new credit unions to get forms with appreciable credit at very low prices.

Prior to the transfer of management of this department to Mr. Beales it was managed and brought from nothing to its then fine condition by Miss Agnes Gartland, Secretary to Mr. Bergengren, first in the Bureau and now in the Credit Union National Association.

The address of the CUNA Supply Cooperative is: Cuna Supply Cooperative, Raiffeisen House, Madison, Wisconsin.

## And Here's the Answers

1. Christmas and New Years. That wouldn't even warm you up!

2. In my judgment—Frederick William Raiffeisen, Herman Schulze-Delitzsch (originators of the credit union), Alphonse Desjardins (organizer of the first credit unions on this Continent in the Province of Quebec, Canada), and Edward A. Filene, Founder of the credit union movement in the United States.

3. The body of Ulysses S. Grant was removed to its permanent resting place in Grant's tomb, on Riverside Drive on the banks of the Hudson River in New York City on April 17, 1897.

4. Liechtenstein is one of the tiniest independent national units in the World. It has 10,213 people and 65 square miles of territory, about the size of Staten Island. It is located on the upper Rhine between Austria and Switzerland and was until the end of the World War a dependency of Austria. On November 7, 1918, it became independent but is incorporated within the Swiss customs territory.

5. Buddha born about 562 B. C. and Confucious born in 551 B. C.

6. On August 11, 1934, the delegates from 22 States at Estes Park, Colorado, signed the Constitution and By-Laws of the Credit Union National Association and solemnly pledged themselves to make the National Association the central agency for good of the combined credit unions of the United States.

7. June 14 is Flag Day on which occasion the American flag should be displayed and honored in every possible way.

8. See top of column 2, page 1. for the answer to this question.

9. It is said that Francis Bellamy of Boston wrote it, in August, 1892.

10. The year 1848 marked the beginnings in Germany of Raiffeisen's experimentation with the credit union plan; in 1900 Desjardins organized the first credit union in North America at Levis, Quebec, and in 1909 Massachusetts enacted the first credit union law in the United States.

And this is taken from the St. Louis Policemen's Credit Union bulletin board and signed by Paul J. Roberts, Treasurer:

"The CUNA Mutual Society, the credit unions' own insurance company, offers loan protection at the lowest possible rates. During the past two months, four (4) loans amounting to \$342.40 including interest have been paid by the CUNA Mutual, the service charge on all four loans amounting to \$5.00. This is another reason why our credit union is a member of the Missouri Mutual Credit League and the Credit Union National Association."

## BONDS

### For Credit Union Treasurers

Through the activity of CUNA it is now possible to get bonds for credit union treasurers anywhere in the United States at new low rates. For details (application form, etc.) apply:

**Credit Union National Ass'n  
Raiffeisen House  
Madison, Wisconsin**

# WITH THE KODAKERS

AND here endeth the Kodakers unless! Unless what? Unless BRIDGE readers indicate by submitting samples of their work for the July issue that they want it continued.

Like all other departments of the BRIDGE we plan to proceed on the supposition that BRIDGE readers will indicate what they really want in this publication. As you know credit unions are cooperative credit societies. And we have a notion that the right way to run the BRIDGE is to make it a cooperative undertaking, looking to BRIDGE readers for most of our material. That BRIDGE readers like the BRIDGE is indicated by the letters we keep on getting. Here, for example, is one in the June 1st mail. "The job that you and your gang are doing with the BRIDGE is splendid and surely you must feel proud of the same." On the other hand if we find no response to a department we are going to assume that there isn't much interest in that department. Our original notion relative to the Kodakers came out of the magazine published by the National Geographic Society. It is the most interesting and the most popular magazine which comes into my house, probably because each issue is almost as good as a vacation trip to some far and interesting place. It was my notion that through the Kodaker section we could stimulate interest in the fine sport of photography and also that we could all get acquainted, with worthwhile pictures from here and there, from credit union folks all over the United States, which would give us a better appreciation of each other and a clearer comprehension of the spread of the credit union movement.

However—and Ho Hum!

If we don't get the pictures how can we publish 'em? Here we are ready for the June issue and I have got to turn rather to some general pictures sent in for other purposes in order to make this section look like somethin' for the month. So—if you want another Kodakers—you must "say it with pictures" for July. We have a few pictures, however—and, incidentally, we are hoping that you and you and you are not going to let the Kodakers go by the board without a struggle.

## Suicide Bridge

When last in Los Angeles I wanted to see the Rose Bowl and was only able to get over there late one evening. Emil Riley, President of the Credit Union at the Los Angeles Postoffice, had been driving me about from engagement to engagement, in his car and at the same time helping me to get a working idea of that great city and to introduce me to Hollywood. I was much interested in the bridge over which we passed on the way to Pasadena,

Emil has just sent in this interesting picture of it and writes that it is "the link between Eagle Rock and Pasadena." He writes also that "aside from the beauty of its architecture it is also famous from a tragic point of view. From its rails many



a despondent life has sought its way out on the rocks far below. So frequently has this occurred that the structure is commonly referred to as 'Suicide Bridge'." There is much to think about in the following also quoted from Mr. Riley's letter: "When we realize that by far the greatest percentage of those committing self-destruction are led to do so through financial distress, what a comforting thought it is to know of the great mission which the credit union is performing in bridging the chasms of financial difficulties to save lives from ruin. The bridges built by the credit union are pioneering a new age, repudiating the age old exploitation of the unfortunate and replacing it with a fulfillment of the Golden Rule through a truly practical application of the theory of the Brotherhood of Man." Amen—to that!



## The Minute Men

THE BRIDGE Tender's mother and father were out to see her awhile back from their home which is located in a little State known as Massachusetts, which, they tell me, is located many furlongs to the east of us. When said folks were riding homewards they detoured

to Concord and Lexington (see recent BRIDGE re "Shot Heard 'Round the World") and Mother took a picture of the Minute Man at Lexington which we are very happy indeed to produce in this issue. BRIDGE readers need not be reminded that it was at the Battle of Lexington that the American Revolution was formally initiated and that it was to old boys like the Minute Man that we owe our independence.

## It's Picnic Time

These two pictures tell the story of the angler, the fisherman who, since long before Isaac Walton's day, found the ultimate of human happiness in rod and line and bait, artificial or otherwise, and the chance to woo the denizens of the deep from their



*Anticipation*

native habitat! Gosh—but I'm glad to get that one out of my system—not I mean to say is "fishin'." You will find the story of this particular picnic elsewhere in this issue, but the two pictures tell the whole story. Together we entitled them "Fishin'"—or, another title, might be "Anticipation and Realization." The



*Realization*

first picture shows Mr. H. L. Martin and Mr. C. E. Hinzpeter—who are "fishin'"! The next picture shows the combined catch at the end of the day, only in this picture Mr. Hinzpeter is holding the catch and Mr. T. E. Campbell is celebrating the results of this battle. You may have heard of tarpon fishing off the keys of Florida? When it sometimes takes eight hours of struggle between man and fish before the fish is landed? Well in this particular case the fish on exhibition is what is known as the "giant fish," powerful past all belief, and it took just nine hours and forty-eight minutes to land this one—believe it or not!!!!

We have from W. P. Arnold of Roanoke, a lovely picture of the Natural Bridge and some interesting material. We shall use it in the July BRIDGE. Thanks, Mr. Arnold.

Thanks, Mr. Fredeman, but I can assure you the service rendered by the CUNA Mutual Society is not a bit better than the splendid cooperation we have from your credit union.





*What is so rare---  
As a day in June*

## Contact Directory

To contact the Credit Union National Association, the Cuna Mutual Society, the Printing and Supply Department, the BRIDGE or any State not listed below, address:

Credit Union National Association, Raiffeisen House—Madison, Wisconsin

To contact the Federal Credit Union Section address all communications to:

C. R. ORCHARD, *Director*, Credit Union Section  
Farm Credit Administration, Washington, D. C.

Mr. Orchard will refer your inquiry to the Field Representative in your District. For this purpose the United States is divided into nineteen districts with a well qualified resident field secretary in each District and prompt cooperation is assured.

To contact the State Leagues address:

State	Managing Director	Address
Alabama	CLYDE C. PARKER	1242 Brown-Marx Bldg., Birmingham
Arizona	WILLIAM OLDEWAGE	20 East Second St., Tucson
Arkansas	H. F. INGRAM	4801 Prospect Ave., Little Rock
California	JOHN L. MOORE	P. O. Box 964, Oakland
Colorado	FRANK L. HAYS	City Hall, Denver
Connecticut	L. R. NIXON	Senior High School, New Britain
District of Columbia	D. ROLAND POTTER	253 Senate Office Bldg., Washington, D. C.
Florida	GEORGE A. GROSS	City Engineer's Office, Jacksonville
Georgia	MOSES C. DAVIS	Room 228, P. O. Bldg., Atlanta
Illinois	JOSEPH S. DERAMUS	332 So. LaSalle St., Chicago
Indiana	G. A. MILETTT	926 No. Pennsylvania St., Indianapolis
Iowa	C. NEAL HUTCHINS	510 Securities Bldg., Des Moines
Kansas	M. V. SIMPSON	521 S. Madison St., Wichita
Kentucky	GARFIELD SEIBERT	2817 Field Ave., Louisville
Louisiana	L. EMORY SMITH	U. S. Post-Office, Baton Rouge
Maryland	JAMES D. M. MARQUETTE	803 Venable Ave., Baltimore
Massachusetts	RICHARD L. COURTENAY	Room 23, 5 Park Sq., Boston
Michigan	KARL GUENTHER	19303 Centralia, Redford Station, Detroit
Minnesota	CLIFFORD O. SKORSTAD	1954 University Ave., St. Paul
Mississippi	P. P. MCGEE	1618 25th Ave., Vicksburg
Missouri	B. F. HILLEBRANDT	1330 Baltimore Ave., Kansas City
Nebraska	G. W. BOYD	3502 Harrison, Omaha
New Jersey	G. G. GUDMUNDSON	160 Lincoln Ave., E. Roselle Park, N. J.
North Carolina	H. M. RHODES	U. S. Post-Office, Raleigh
Ohio	CLAUDE E. CLARKE	1940 East 6th St., Cleveland
Oklahoma	HANEY HOSKINS	Armour and Company, Oklahoma City
Oregon	HUGE G. STOUT	307 Studio Bldg., Portland
Pennsylvania	Office temporarily vacant, address C. U. National Ass'n, Madison, Wis.	
Rhode Island	AMOS L. LACHAPPELLE	301 Main St., Pawtucket
South Carolina	J. GORMAN THOMAS	Rt. 1, Box 187, Charleston
Tennessee	R. E. RAU	The Mead Corporation, Kingsport
Texas	C. T. BERGERON	Box 534, Dallas
Utah	KARL S. LITTLE	865 Amanda Ave., Salt Lake City
Virginia	E. L. FIELD	U. S. Post-Office, Richmond
Washington	(PAUL A. BOBERG (East) C. A. ANDRUS (West)	U. S. Post-Office, Spokane 604 County-City Bldg., Seattle
Wisconsin	JOSEPH A. KUEMMEL	2903 No. 36th, Milwaukee

To establish the right contact in any other State apply to the National Association

## Is Your Credit Union Enjoying CUNA MUTUAL SERVICES

The CUNA MUTUAL SOCIETY is a mutual life insurance company, organized and operating under the mutual life insurance company laws of the State of Wisconsin. It started doing business nine months ago!

*Its function is to decrease to credit unions the cost of loan protection.*

The prevailing rate nine months ago varied from eight to twenty cents per \$100 per month of coverage. The Cuna Mutual Society established a new national rate of four and a half cents per \$100 per month of coverage.

*Our Company has saved to date directly and indirectly to credit unions nearly twice the total of all dues paid to the Credit Union National Association.*

### Compare These Figures

Total coverage written (June 1)	\$6,695,681.52
Total written two months ago (April 1)	4,144,572.25

Two months increase of coverage	\$2,551,109.27
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Paid to date \$7,542.42 on 64 death claims. Now serving 608 credit unions

We have a new and simple plan for covering ALL loans. Use this blank to get data concerning it.

Send full details relative to the new Cuna plan

Name .....

Street Address .....

City ..... State .....

Mail it to:

*Yours — not for Charity — not for Profit — but for SERVICE*

**CUNA MUTUAL SOCIETY**

**Raiffeisen House, Madison, Wisconsin**